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# WEEKLY BULLETIN



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Volume 14

DETROIT, MICHIGAN, DECEMBER 3, 1940

No. 49

### NATIONAL DEFENSE PROGRAM

The National Defense Program is already having a noticeable effect upon the building industry in the Great Lakes region, according to Clair W. Ditchy of Detroit, Regional Director of The American Institute of Architects. That this effect should be more pronounced in this section of the country is to be expected because of the concentration of industries found here, he says.

"The influence of the program is evident in the advance in price of certain building materials, notably lumber, and this may be traced directly to the great demand for lumber for military camp expansions. This has caused a shortage in the market supply of lumber with a consequent strengthening in price quotations. Once the market has become adjusted to this unusual demand, we may look for a steadying of prices. Also it is not unlikely that government scrutiny and control may prevent unwarranted advances in material costs which if not checked would have a very depressing effect upon the volume of private construction.

"The architectural profession is being profoundly affected by the activity of the national program. Although it has so far brought work only to the larger offices, this work has served as a stimulus to private initiative, and firms and individuals who had set aside their building programs for the time being are now scanning the increased activity in business, delays in deliveries, advancing costs and other symptoms of a rising market and are preparing to proceed with their building expansion. People who have hesitated about building new homes now view the possibility of an appreciable increase in costs if they delay any longer and are persuaded that the size of the national program will support a sustained period of good business. Others believe that building at a period such as the present represents the soundest type of investment.

"The large offices that are now busy with large defense projects have absorbed all of the unemployed draftsmen and have increased their forces in some instances with men from other cities. Many of the smaller offices have released men, hoping that they will be available if and when their services will be required.

"Private housing has not been greatly stimulated as yet but it is inevitable that new housing will be required in the vicinity of new plants which will employ thousands of workers. Heretofore much of this housing market has been supplied by the specu-

lative builder but it is quite conceivable that housing projects may be undertaken by private initiative with F.H.A. or some other form of government co-operation and with architectural planning and supervision as a prerequisite item.

"Many of the smaller plants which will be called upon to supply accessories have not yet received any defense program orders and consequently have not as yet felt the need of expanding their facilities. There are indications however at the present time that many tool and die shops and kindred feeders to the main industries will soon proceed with additions to their present facilities.

"Just what effect conscription may have upon the profession remains to be seen. Undoubtedly, key men will be exempted and most of the valuable and experienced men are over the age limit and therefore not subject to conscription.

"All indications seem to point to a rapidly approaching period of great activity for all architects.

"In comparing the present situation with that which existed in 1917 it is evident that the experience gained is having a decided influence on present policies and is preventing a repetition of the loss of time and money and the needless waste which the 1917 emergency entailed. The value of proper planning is brought out forcibly in great emergencies and apparently the present program is proceeding with diligence and intelligence, and every possible precaution is being exercised to make the present construction program of permanent value, and giving ample consideration to flexibility of use and conversion to other purposes."

### BOARD MEETING

The board of directors of the Michigan Society of Architects will meet at Hotel Olds in Lansing at 4:00 P. M. on Dec. 3. At 6:30 they will join with the Lansing-Jackson Division for dinner.

Branson V. Gamber gave a talk to the Building Officials Conference in Pontiac, Saturday, Nov. 23. He spoke on "Prescriptions and Plans" and stressed the need for close cooperation of our groups toward combating unlicensed practice, and to further better building in the interest of the public, the profession and the building industry. He reports that their approval, response and suggestions were most encouraging and helpful.

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## PICKINS OFFERS SUPPORT

*In a letter to Branson V. Gamber, Buford L. Pickens comments on the Society's program as follows:*

I wish to support you in every way to carry forward the program outlined in your letter of October 31st, and enclose my pledge as a starter, providing some definite action is taken.

Why not illustrate the points you made so well in the M.S.A. Bulletin by actual examples of good and bad architecture, where they will be seen by the public, not just once but week after week to offset the poor examples? Each week we turn from our professional journals full of inspirational pictures and comment hoping to see in the local papers some sign of improvement in the design of selected buildings or even for recognition that the architectural profession exists.

The architects sit idly by in all their professional dignity while their profession is encroached upon by others. It would be useless to point out the weaknesses of published work, poor design and inefficient planning, unless you could propose something better. In a word, won't the profession have to get down off its high horse and really demonstrate visually and graphically what it has to offer before anyone can be persuaded that architects should be employed?

My first reaction to your letter and reply card was this: "Well, well, here is somebody who is going to bat for the architects. Let's get behind him. If everybody donates a few dollars he will do all the dirty work; the jerry-builders and designing-contractors will be put out of business and everything will be dandy." But, no, if your program is to succeed it must shake the architects loose from the idea that you or any "George" can do it for them. It must disillusion them that the public will be convinced merely by words or afternoon radio programs. There must be action and the collective unity to take a definite stand before the public on many questions. Is the architectural profession of Detroit actively leading such movements as city planning, zoning, slum clearance, housing (private as well as public)? Can we lay out a more livable subdivision, design a better house, restaurant, school or factory than our non-professional competitors? Yes, of course, but can we expect the public to take our word for it, or the word of the few who individually have proven it?

### GAMBER REPLIES

Dear Mr. Pickens:

Thank you for your kind, helpful letter of November 23rd and your pledge of financial assistance, both of which are appreciated.

All that you say in your letter is only too true, and the greatest difficulty which we have to meet is the indifference of many of the members of our profession. You are right in your view that this is a matter to be worked on by all architects, and the fight cannot be carried on by one or a few.

Your letter has impressed me so well that I am taking the liberty of publishing it in the MSA Bulletin, in the hope that it will prove of assistance in our effort to obtain the active cooperation of most of our members.

Thanking you again for your help, I am,

Yours sincerely,

BRANSON V. GAMBER.

## FOR SALE

Architects' supplies owned by the late E. W. Mishaw are offered for sale by Mrs. Mishaw. At the office of the Weekly Bulletin can be seen drawing instruments, triangles and 24"x32" drawing board.

At Mr. Mishaw's former home, 7539 Dunedin can be seen adjustable drafting table with 36"x54" top, large detail board and T squares.

## "LIME"

### A HI-SPEED FACTFINDER'S RADIO TALK

The Factfinder's six-minute nutshell of knowledge tonight is packed with interesting information about the "king of kings in the mineral kingdom." The label reads: "LIME".

Science describes three great kingdoms: mineral, vegetable, and animal. Without the first, the mineral kingdom, the vegetable and animal would not exist.

In this mineral kingdom is limestone, from which lime is made. Its distribution over the earth's surface is further evidence of its importance. Without the elements of which it is composed, calcium and magnesium, the green vegetation which covers the earth just would not be here and without vegetation, our existence would never have occurred.

The importance of these elements to our very existence is further exemplified when one knows that not one blade of green grass or green leaf would exist if it were not for the element magnesium, which is a constituent of the green coloring matter of plants which is so essential to life's processes.

From this same limestone that supports our very existence, a great industry is founded—the Lime Industry.

In the beginning, the product lime produced by this industry by the process known as burning of the limestone was largely used by man in building in the form of mortar for masonry work and plastering.

Plastering is one of the earliest instances of man's power of inductive reasoning, for when men built, they plastered, which takes us back to the very dawn of our social life. The most distant glimpses that we are able to obtain show that man had very early attained the art of plastering. It is known that plastering of fine quality existed in Egypt more than four thousand years ago and so long as its civilization continued, it aided the comforts of the dwellings of its people and added to the beauty of its temples. Nor was it merely for its beauty and comforts that plastering was used. Even then, its sanitary value was recognized and the directions given in the Fourteenth Chapter of Leviticus, shows that the knowledge of the antiseptic qualities of lime were widely spread and the use of it regarded as a religious duty.

In the old world many examples of the art of plastering, done many years before the Christian era, still exist, which clearly exemplifies the durability of Lime. Even now in our present everyday life, lime is a product that still adds to our comforts and pleasures as it is used on the walls of our homes, schools, churches, and other buildings which comprise at least 75% of the surfaces which make up the places in which we call home. Try as we may, no successful substitute for plastering has yet been found.

Plasterers today are known as craftsmen while in ancient times, it was classed with the arts. Sixteen years ago, in the city of Detroit, a plasterers' school was started. This school is still operating, and the plasterer is taught the art of plastering by a very able gentleman—Mr. Mark Noles.

This substance called Lime is today prepared by the lime manufacturers in many different forms, each form having its specific use and application. Passing from the building field into the field of industry, here again we find the lime and limestone with its calcium and magnesium composition indispensable. For example, in the manufacturing of steel, glass, paper, sugar, cement, fertilizer, oils, rubber and so forth. Very few of us realize that every municipal water plant uses lime in the process of purifying



the water we drink. And still a smaller number of us realize the part lime plays in the manufacture of the automobile we ride in. When you look through the windshield of your car, you are looking at lime, simply in another form. In fact, it has been said that wherever there occurs a smoke stack of industry, there exists a use for lime.

The product lime is a basic chemical much more indispensable to our human needs than coal.

Ohio, Pennsylvania and Missouri are the principal lime-producing states. In the northern part of Ohio, principally, in the Sandusky County, exists the lime center of the world.

The latest development coming from the research departments is a waterproof lime for masonry mortar, which now makes it possible to build masonry construction that is practically free from leaking, heretofore a troublesome condition in many brick and other masonry constructed structures.

Speaking of leaking and losing things, you know HI-SPEED PERMANENT ANTI-FREEZE does not evaporate or boil away.

And say! Losing lives on the highway can be prevented when both the driver and the pedestrian take care. And THAT'S A FACT!

### CENTRAL MICHIGAN MEETING

The Central Michigan Division of the Michigan Society of Architects (formerly Lansing-Jackson) held a dinner at the Otsego Hotel, Jackson, on October 22nd, according to a report by Leon R. Snyder, Jr., secretary.

Present were Members Clarence Rosa, Adrian Langius, Carl Rudine, Kenneth Black, Carl Kressbach, Arthur Zimmerman, James Stewart, Leon R. Snyder, Jr., and Barry L. Frost.

President Frost conducted, and a report from Adrian Langius on the work of the Practice Committee was heard. He reported that since the last meeting several representative cases of violation of the Registration Act had been uncovered. Means of financing the Society's program was discussed and it was agreed that funds should be on hand before any legal action is started. Langius stated that other groups such as the Engineers and Contractors are not as much interested as are architects.

Kenneth Black reported on the architectural exhibition, which is to be sent to Lansing and Jackson in the near future, and Division members were asked to cooperate by supplementing the traveling exhibit with work from local offices.

Following a discussion of the Division name, a motion was passed that the name henceforth would be Central Michigan Division.

Dues for the State Society were discussed and it was agreed that a list of those who have not paid should be secured by the secretary and that they should be written personal letters soliciting their cooperation.

President Frost appointed Kenneth Black and Jim Stewart as a committee in charge of the next meeting, which is to be held at Hotel Olds in Lansing, December 3, with a dinner following a meeting of the Society's Board of Directors.

### TORONTO SLUM PROGRAM OUTLINED

How the Toronto Housing Code is being used to correct slum conditions there was described by K. S. Gillies, Building Commissioner of Toronto, speaking before a luncheon meeting of the Citizens' Housing and Planning Council of Detroit at the Intercollegiate Alumni Club, November 20th.

Mr. Gillies described the plan as one, not of engineering or architecture, but of simple principles of ordinary construction, containing little of the romantic or spectacular, a large collection of small work to improve living conditions of the less fortunate people of the community.

"During the last ten years we have heard much about rehabilitation," he said, "but it has usually concerned commercial structures, whose usefulness have been greatly improved by modernization. Little has been said and less done regarding the rejuvenation of old houses."

He listed five main points in the program as:

1. Improving the dwelling itself.
2. Improving housing conditions.
3. Improving areas and preventing a depreciation of assessment values.
4. Assisting in the prevention of decentralization.
5. Improving the investment of the owner.

Symptoms of blighted areas, which all cities have, he pointed out as narrow streets, houses behind one another, old sheds, rickety fences and narrow lots.

The speaker stated that Toronto's first attempt to eradicate sub-standard housing was unsuccessful and that not until 1936, when housing standards were legally established, was real progress made.

"After the reasons for this program were explained to the owners, they usually did more than we required in the way of rehabilitating their property," Gillies said. "To modernize 8,000 dwellings in the past four years cost \$1,700,000. In the same period, 1,100 buildings were torn down."

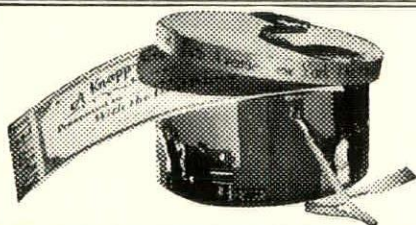
The speaker covered some of the provisions of the Toronto Housing Standards, which indicate that careful thought had been given to proper living conditions.

Under the Toronto system the owner is responsible for the premises and pays for its improvement. The city aids in financing by making loans as high as \$50 per room, plus a reasonable amount for plumbing and heating improvements. The term is ten years and the interest 5%.

A typical example of demolition and remodeling was illustrated by the work on Gilead Place, where lots were 10' and 12' wide and 50' deep. Tiny houses were in a deplorable state of despair and unfit for human habitation. The entire block of houses was razed and a fine modern factory now occupies the site.

George Emery, City Planner, who introduced Mr. Gillies, said that enforcement of a comparable housing code in Detroit has been deferred so that a comprehensive plan could be perfected. He said that a tentative program would be ready for consideration by December 16th.

Dr. Robert W. Kelso, president of the Housing Council, presided at the meeting and a general question forum that followed.



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## DETROIT DIVISION MEETING

The Detroit Division of the Michigan Society of Architects met at the Intercollegiate Alumni Club for dinner on November 19, 1940. Present were Messrs. Bauer, Lorch, Venman, Wells, Sorensen, Conklin, VanReyendam, Kettelhut, Schowalter, Giberson, Leinweber, Kuni, Harold Kiefer, Megg, Haas, Blakeslee, Skart, Hughes, Stahl, Herman, Frank Wright, Gamber, Tilds, Jensen, Harley, King, and Bragg.

Aloys Frank Herman, president of the Division, opened the meeting and complimented the Exhibitions Committee, headed by Frank Wright, for an excellent show just closed at the Detroit Institute of Arts. Wright said that the show's success was due largely to cooperation from the various offices and the excellent work of Bob Swanson, Henry Stanton, and others, stating that the exhibition had been in Pontiac and Flint, from whence it would go to Port Huron and other cities throughout Michigan.

President Herman next outlined the chief purpose of the meeting by stating that Michigan had been operating under an Architects' Registration Act for the past twenty-five years, that there had been many violations and that it was felt that something definite should be done in this respect. He called upon Branson Gamber, president of the Michigan Society of Architects, who made a very stirring speech, stating that he was deeply moved by events of the past few months. These, he mentioned, as the lack of interest on members of our own profession in this matter of vital importance to their livelihood. He pointed out a tendency for other interests to relegate the architects to the background, but stated that the fight had just begun as far as he was concerned. The Society is not just a social organization, but for far more serious objectives, he said, stating that out of 725 personal letters to architects registered in Michigan, he had received immediate and wholehearted support—from a very few.

Leo M. Bauer, chairman of the Society's Committee on Practice, was the principal speaker of the evening and he minced no words in emphasizing that if the members supported him and our president they would go to any lengths to first clean our own house and then go after others.

A resolution stating that it was the sense of the meeting that the Society should prosecute violations and devise ways and means of financing such a program was passed with no dissenting votes.

President Herman stated that he thought so much of his profession that he wanted to see it on top, pointing out that at the recent election, the dental profession was able to get a three-to-one vote in favor of legislation correcting similar conditions.

## LANDSCAPE ARCHITECTS MEET

The Detroit Chapter, American Society of Landscape Architects, held a dinner meeting at the Scarab Club, Friday, November 8th, at which a number of architects and sculptors were guests. The program, devoted to a closer cooperation among the allied arts, was conducted by Professor Harlow Olin Whittemore, Chapter president and head of the Department of Landscape Design, University of Michigan. He welcomed members and guests and turned the meeting over to Mr. T. Glenn Phillips as toastmaster.

Mr. Henry Kohanki spoke on native plants, stating that one could get into the spirit of such work by actually doing gardening.

Mr. Marshall Fredericks of Cranbrook Academy of Art gave a talk on sculpture and its relation to architecture and landscape architecture. Fredericks said that sculpture was the most important thing in the world to him, and that he found it difficult to speak

on the subject because he was in the habit of doing and not talking. Painting and sculpture should not be done without a purpose and a tree should not be just set in the ground he said, emphasizing the importance of studying a setting and designing a piece to fit into it.

Alvin E. Harley spoke on the architects' relationship with the landscape group, designating landscape as a fine art, which often saves the day for the architect. Harley stated that his firm includes landscaping in their estimates and indicates it on the first sketches, adding that he had found the cooperation of capable landscape architects to be of great help.

Mr. Phillips showed a colored motion picture of his own gardens taken at the time of his daughter's wedding. This showed the great use to which a fine garden can be put. He invited the Chapter to hold its spring meeting there.

A discussion followed the talks and many of those present, including Messrs. Hewlett, Luckenbach, and Hughes, expressed their appreciation of the splendid cooperation shown by the landscaping group.

Michigan Real Estate Ass'n.

1208 Olds Tower

November 25, 1940

Lansing, Michigan

Attention of Carroll F. Sweet, Exec. Sec'y

Gentlemen:

We recently received a copy of a letter addressed by your association to one of several architects who are members of this Society. This letter solicits plans and details, and requests a letter of advice and suggestions on small homes, which are envisaged in a program of development proposed by your Home Builders Division.

It is not permissible for individual architects to enter into such a competitive arrangement as your letter suggests, and we assure you that it will not work out for the best interests of your program. The architectural profession as a whole is interested in any program to stimulate the building of well planned homes of good design in this low priced field, and it will be glad to render assistance to your group through joint activity and effort. We believe it possible to work out an arrangement whereby the Home Builders Division of your Association could gain access to a wealth of material such as you desire by either cooperative effort with the Small House Committee of this Society, or by engaging outright the services of one architect, or more, particularly qualified to do that kind of work.

This Society and the architectural profession generally will discourage any effort to solicit architects for the purpose of obtaining designs competitively, because it is unethical, and also because it will not produce the results which you desire and with which the profession is in accord. Under the proper auspices, and with the cooperation of your Association and this Society, we are confident that much good can be accomplished in the proper development of your program.

We will be glad to discuss this in greater detail with you, if you are interested and will suggest some means of arranging a meeting.

Sincerely, B. V. GAMBER, Pres., M.S.A.

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**ARCHITECTS' REPORTS**

**AGREE CHAS. N.**, 1140 Book Tower  
Plans for one story bldg. 15360-64 Gd. River, Bet. Greenfield & Hartwell.  
Plans for re-modeling exterior, new Marquise & sign—Avalon Theatre—Linwood Ave.  
Plans for one story Comm. bldg.—Gd. River at 9 Mile Rd. East Det. Tri-Square Realty Co. Owners. 2-sty. & basement Com. bldg., Wyandotte. Fig closed.

**BARNES, C. F. J.**, TY. 5-3233  
Res.—30'x43' Ford Foundation—Fig. closed.

**BENNETT & STRAIGHT**, 13530 Mich. Ave.  
2000 Seat Edison Theatre—30 Bowling Alleys—Owners—Circle Midway Theatre Co.  
Forum Theatre—Southfield Rd.—Ex. Con. let to Charles Breedlove—Masonry & Structural Steel fig. closed.  
Taking fig. on 10 stores—Southfield Rd.  
Add. Theatre—Midland, Mich. Taking fig. about Jan. 1.  
Plans for 1000 seat Theatre, Rochester, Mich. Ready about Mar. 1.

**BRANDT, CHRISTIAN W.**—3408 Eaton Tower  
Add. to Bldg., Gratiot & 7 Mile Rd.

**DES ROSIERS, ARTHUR**, 1078 Macabees Bldg.  
Res.—Dr. Stefani—Bircherest & Margarita. Con. let to Denis O'Conner, Lake Orion, Mich.

**GIFFELS & VALLET, INC. & L. ROSSETTI, Assoc.**—Eng. & Archt.—1000 Marquette Bldg.  
Mfg. Bldg., Kelsey Halls Wheel Co. Plymouth, Bids due on Foundation, Nov. 20; Steel Sash & Operators, due Nov. 25. Owner taking fig. on roof deck & insulation. Others bids to follow.  
Air Craft Bldg., Ford Motor Co.—Bids due, Nov. 28—Superstructure.

**HARLEY & ELLINGTON**—1507 Stroh Bldg.  
Flint Ink Co. Genl. let to Reisdorf & Brewe.

**HYDE & WILLIAMS**, 3105 E. Grand Blvd.  
Prep. plans for Woolworth Store, bet. Gd. River & State.

**L. B. JAMESON & S. J. STACHOWIAK**, 8580 Jos. Campau  
Hamtramck Housing Project. Administration Bldg., Housing Community Section and Maintenance Dept., & 30 Bldgs. con. let to Alfred Smith.  
Prep. plans for three story bldg.—Margolis Furniture Co.

**KEYES, HUGH**, 748 Free Press Bldg.  
Prep. plans for Res., Bloomfield Hills, Mich..

**MALCOMSON, CALDER & HAMMOND**—1219 Griswold  
Prep. plans for Office Bldg., 28x70'. Also Alt. to four Bldgs., A. T. Wagner Co., owners.

**MERRITT & COLE**—1111 Collingwood  
Prep. plans—Add. Westminster Presbyterian Church, Lansing, Mich.  
Plans, Jehovah Lutheran Church, Greenfield Road & Outer Drive.  
Plans for Mt. Zion Lutheran Church, 7 Mile Road.  
Plans for Res. & Medical Office, 7 Mile Rd.

**STAHL, JNO. C.**—820 Francis Palms Bldg.  
Taking fig. Nov. 27, two stores, Lincoln Park.

**WEIDMEIR & GAY**—112 Madison  
Bids closed—Office Bldg., Gen'l. Cold Storage Foods, Inc. Some contracts let.

**WEST, ROBERT J.**, 512 United Artists Bldg., Detroit.  
Plans ready November 15th for residence 80'x80', cor. E. Jefferson & Berkshire, Grosse Pte. Park.

**WRIGHT & ROGVOY**, 929 Fox Theatre Bldg.  
Plans for Television Theatre—6 Mile Rd.  
Store Fronts for bldg. Mich. Ave. near Lawton.  
Alt. Miranda Bar—E. Jeff.  
Re-Modeling Stores—8912 Gd. River.  
Alt. Campau Theatre.  
Packers Outlet Unit, Mt. Clemens—Owner taking fig.  
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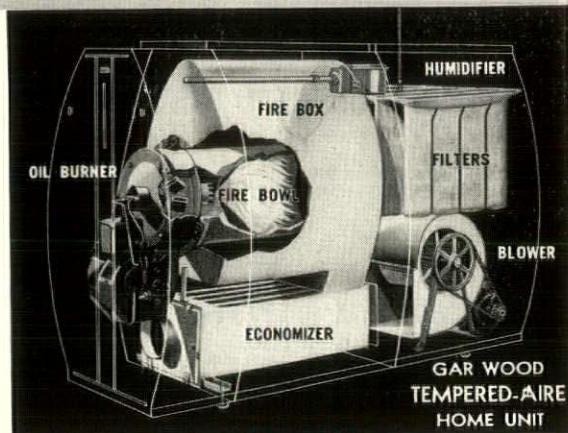
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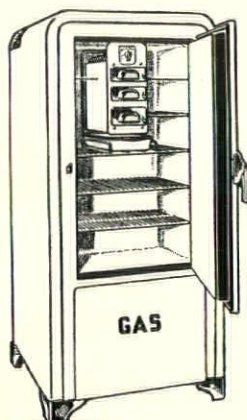


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# WEEKLY BULLETIN



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1940 DEC 12 AM 9.33  
WASHINGTON, D.C.

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Volume 14

DETROIT, MICHIGAN, DECEMBER 10, 1940

No. 50

## M. S. A. BOARD MEETS IN LANSING, MICHIGAN

The Board of Directors of the Michigan Society of Architects met at Hotel Olds in Lansing, Tuesday evening, December 3rd. Following their deliberations, they joined with members of the Central Michigan Division of the Society for dinner.

Present were Messrs. Thornton, Mead, Gabler, Lorch, Larkin, McConkey, Kenneth Black, Lee Black, Kingscott, Tuttle, Ditchy, Gamber, Hughes, Langius, Leon Snyder, Dick Snyder, Stewart, Herrick, Harris, Zimmerman, Kressbach and Ackley.

Following dinner, Barry Frost, president of the local division, conducted an informal meeting of what he termed the newly baptized Central Michigan Group, formerly known as Jackson-Lansing. He called on President Gamber to outline some of the objectives of the State Society and how the divisions could contribute toward their accomplishment. Gamber stated that the Board had so far visited six of the Society's seven divisions and expressed the hope that the next would be held in Battle Creek.

President Gamber outlined work now in progress by the Practice Committee and Publicity Committee and touched upon the special fund being solicited to carry on this work, which he said depended a great deal upon the cooperation of the local groups.

Upon Mr. Frost's request, Professor Lorch responded, stating that the meeting seemed to be one of the alumni association. He saw in the audience several who didn't complete their theses. These, he said, sometimes steer clear of him.

Professor Lorch mentioned that before the war prevented he followed with interest architectural activities in Europe as well as in America. He said that formerly in London for years the East Enders and West Enders didn't speak to each other until they found, as we have, that it was necessary to organize, to obtain unification. France, he said, has no registration laws yet, pointing out that someone has said that unification means architects should not

quarrel about style, but present a unified front so as not to confuse the public.

He pointed out that the tendency is today toward the well organized offices, stating that it may become necessary for architects to join together in groups in order to fit into this new tendency.

Mr. Ditchy was next called upon and he mentioned the necessity of being on guard against our enemies from within and without, stating that architects have been too willing to delegate important parts of their work to others.

Ditchy paid tribute to President Gamber, stating that he knew of no one who would do the invaluable work for the Society, which is at a great sacrifice to his own practice. He urged that local divisions take advantage of the exceptional opportunity to support the effort. Ditchy also spoke in high terms of Professor Lorch, saying that he had spent all his life in the interest of architectural students and the architectural profession. "He has watched man after man go out of the University and has wished him God-Speed and still today he is more active than ever before," Ditchy concluded, adding that we are in a position to step forward progressively, but that it will require cooperation on the part of every architect registered in Michigan.

Following the talks, an open discussion was had on publicity and other subjects.

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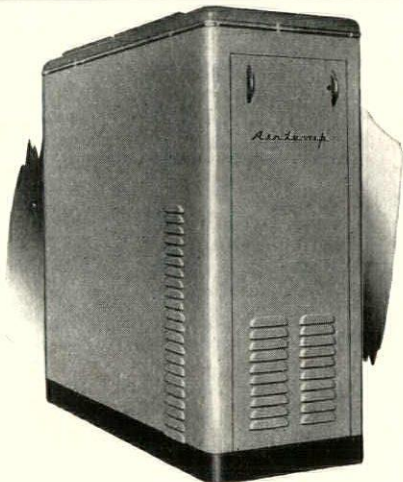
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P. R. Marshall, Chairman,  
Christmas Party Committee.

**GOING UP**

Treasurer John Thornton reports the latest figures  
on membership in the various divisions of the Society.  
The percentages mean the relation of active members  
to total number of architects in the division area.

Central Michigan .....	80%
Upper Peninsula .....	70%
Ann Arbor .....	69%
Detroit .....	63.5%
Saginaw Valley .....	60.5%
South West .....	59%
West Michigan .....	49%

**SCHOOL LAW**

Mr. Henry H. Turner, of 1620 Sherman Street, S.E.,  
Grand Rapids, is chairman of the Society's Committee  
to study the Michigan School Law. The Committee  
reports that some proposed amendments have been  
brought to its attention with the suggestion that they  
be introduced at the next session of the State Legis-  
lature. All architects who have suggestions based  
upon their experience under the Act should send  
them to Mr. Turner.

**CONGRATULATIONS**

By grapevine we learn of the marriage on November  
27th of Arthur K. Hyde and Florence Moore.

Art's partner, Jack Williams, allowed a half hour  
off and so they went to Canada.

DECEMBER 10, 1940

**ARCHITECTURE VS CONTRACTING**

There has been a tendency on the part of some  
to step out of their regular business or technical  
lines and to do work that rightfully belongs to the  
other. I am referring to builders who attempt to do  
Architectural designing and to Architects who enter  
the contracting field in conjunction with their archi-  
tectural work. This has produced a bad situation and  
bad feeling and should be cleared up. I am reprint-  
ing here an editorial from the Northwest Architect  
written by one of our prominent Minneapolis Archi-  
tects which clearly shows how they stand and the  
builders have expressed similar opinions. It is there-  
fore time for some action to curb the transgressor.

"There is a steady encroachment into the archi-  
tectural field by building material companies and  
contracting firms who are but poorly equipped to  
render such service. This condition represents a sub-  
stantial loss to the profession. Those firms are not  
deserving of the support or specifications of the  
registered Architect. It would seem that every archi-  
tect would be interested in knowing which contract-  
ors, manufacturers and building material concerns are  
not in direct competition with him.

As a practical method of combating this ever-  
growing evil it has been suggested that a Fair Practice  
pledge be submitted by the Minnesota Association of  
Architects to every concern in the building industry  
in Minnesota. Adherence to the pledge might be  
acknowledged by the regular publication of that name  
in a "Fair Practice" list in the NORTHWEST ARCHI-  
TECT.

Complaints against registered Architects who are  
allegedly engaged in the contracting business makes  
it obvious that there should be a definite and complete  
separation of professional service and non-professional  
service. If the Architects are to be accorded the co-  
operation of the industry, there should be a serious  
realization of responsibility toward the rest of the  
industry. Architects likewise should be ready and  
willing to sign a pledge such as might be jointly  
agreed upon by the contractors and the Architects  
with respect to the Architects entering into the con-  
tracting field.

This matter is of such serious importance as to  
warrant action by the Association at the Convention  
on November 8th. We have gone but a short way  
toward achieving such measures of self preservation  
as characterize the bar and medical associations of  
this and other States.

—Minneapolis Builders' Exchange

**ARCHITECTS TO HEAR DR. GROPIUS**

Members of the Detroit Chapter, The American  
Institute of Architects, will hold their first meeting  
under the new administration at a dinner in the  
Wardell, Friday evening, December 13th, according  
to an announcement by Professor Emil Lorch of Ann  
Arbor, newly elected Chapter president.

Dr. Walter Gropius will be the guest of honor.  
He will be here under the auspices of the Metropolitan  
Art Association of Detroit as the first on their pro-  
gram for 1940-41, speaking at the large auditorium  
of the Detroit Institute of Arts at 8:30 p. m., following  
the Chapter dinner. His subject will be "Contempo-  
rary Architecture."

Dr. Gropius is well known to the architectural pro-  
fession for having made a distinct contribution in this  
field. He comes to us from Europe and is now on the  
staff of Harvard University.

Students of the College of Architecture and De-  
sign, University of Michigan, who are now forming  
a Student Branch of the Chapter, will be guests.



## BRIEF OF TALK

by John L. Lovett, General Manager, Mich. Mfgs. Assn., before The Conference on Expansion of Industrial Communities. Ann Arbor, Nov. 30, 1940

Industry is interested in all of the things that effect community life. In fact, Industry makes communities.

And if Industry had had the treatment accorded it under Henry George's theory of taxation, it would pay no taxes for the privilege of being in a community. Industry is usually the start of any community. A man invents a better mouse trap and proves Emerson's theory that the world beats a path to his door.

In the beginning, Industry located in one of two places, either close to its source of raw material, or close to the market of the product of the factory. Usually the land was barren and there was no community. The manufacturer invested his money, maybe made the product with his own hands and peddled it. Eventually he hired a man. That man had to have a house to live in, so there were two houses and a factory in the community. He hired a second man, and there were three houses. He hired fifty men and there were fifty houses. Then came the retailer who built a store, the doctor who had his office over the store, the school for the children, and the school teacher came along. In fact, the man with the better mouse trap made the business for a lot of other persons not connected with his payroll, to grow upon the payroll which he brought to the community.

He made land values increase. He brought the church and the good things of a community.

He also brought evils which made a government necessary, and a police force and a city jail, and taxes to support all these.

If he were a modern, progressive industrialist he would take part in all these community activities. He would do his best to see that a government that was honest and efficient was elected and maintained in office, and he would see that all of the civic needs of his employes, and the other citizens of the community, were supplied efficiently and economically.

The foregoing, in brief, is the history of all communities in the United States. They started either around manufacturing or around agriculture, and they prospered with Industry or they failed with Industry. There are plenty of communities that have failed; others are failing. Michigan is full of communities that have come and gone. The raw material has been used up. Shortsighted community builders found nothing to take the place of the saw logs. If the community is left, it has lost the main source of its taxes and its support. Throughout the West, in the mining sections, the same story is true. We build communities around our natural resources and, when they are depleted, the community dies.

That is shortsightedness on the part of the communities. Their life should have been diversified, and probably could have been had the problem been tackled when the community was prosperous.

We wait too long to tackle the problems of cities and communities.

Let me call your attention to what is happening in the City of Detroit. For years it has been the policy of the government of the City to squeeze from the taxpayers every dollar of blood.

What is happening today? The new factories are being built north of the Eight Mile Road, in other counties away from Detroit. Large areas of blighted property exist in the city; residences, apartment houses, vacant factory buildings, all of them producing nothing yet they are bearing a tremendous tax. Big office buildings have been torn down because vacant property is taxed less.

Would you hear anyone twenty years ago talking about the financial problems of the City of Detroit, looking ahead to the day when Industry would move out?

Capital is timid, the most timid commodity in the world. It does not stay and it does not go where it is not wanted. And it is capital that makes commodities; either capital saved in the production somewhere else, or capital earned in the production in the village itself.

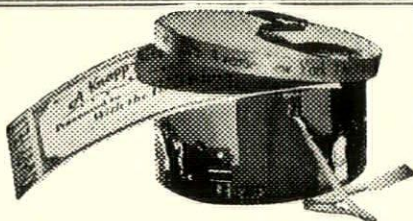
Industry and business is just as much to blame as the average citizen, perhaps more so, for what has happened and is happening in our cities. The managements of Industry are too busy to concern themselves with the problems of the cities and the communities in which they live. The larger the community, the more is this true. As a matter of fact, the opposite is true in many cities of average size; but in the larger cities where we have blighted areas, slum areas, the collecting in special communities of language groups and of races, there is little thought by Industry of the problems of their cities.

It is not that these managers cannot be interested in these problems. It is that no one makes it his business to interest them.

Now we come to defense in Industry and the communities in which Industry lives. No one knows yet what the demands upon the communities in the defense program are going to be. We, in Industry, don't fully understand what its demands are to be on our factories and our workers, but by the middle of 1941 we shall probably find two things have become definite community problems. One, manpower, and two, houses for this manpower.

Investigations and analyses made of the unemployment situation in Michigan indicate that of the 200,000 and some odd names listed in the offices of the Michigan Unemployment Compensation Office in Detroit, there are only about 10,000 who have worked in Industry and who have ever had any industrial employment. The degree of skill that these workers retain, after varying periods of idleness, is uncertain. It is quite definite that all should go back to school and practice. The remainder have never worked in Industry. How many are employable in Industry remains to be seen. Many of them, perhaps at least half, are not employable in Industry because of age, physical conditions, lack of skill and lack of adaptability.

The young men from the high schools and colleges can be trained, and they can become a definite part of the defense program; but many of them will also



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be taken into the Army. So, I say manpower may become a problem. It certainly will become a problem in the Detroit Area if the contemplated defense program for the Detroit District is carried out.

While a thousand houses a month are being built in Detroit, and four or five hundred outside the limits of Detroit and Wayne County, will this be enough to house the incoming manpower of this particular community?

Industry is studying these problems today. The Michigan National Defense Council is studying these problems. The local civic organizations are studying these problems, but they will probably be on us before the answer is obtained.

If the defense program, as now outlined for the Detroit District, is carried out, quite likely 100,000 more workers will be needed in this district. Perhaps half of them can be obtained here, but it will be the middle of 1941 before anyone will know the answer to that.

Industry and communities as represented by their government is a coming problem. All too often the governments of industrial communities try to remain in power by attacking Industry. When if it were not for the Industry, there would not be any community. Wise community governments cooperate with practical industrial managements. We will have better communities as this spirit grows. We will have better industrial managers and better governments as they cooperate. There are ample examples of that in Michigan.

## MODERNISM AND TRADITION

by Frank W. Applebee

Head Professor of Applied Art  
Alabama Polytechnic Institute

Reprinted from The Auburn Forum

Those who do not understand modernism in art constantly assert that the modernists are contemptuous of tradition. This is an erroneous idea.

The real modern has the greatest respect for the creators of all the past ages, and believes that his regard for them rests on a more genuine and less superficial basis than does that of the conservative.

No great master was ever a copyist or an imitator. Art has to do with creation. Imitation is the antithesis of creation and of art. Those who have the modern view believe in following the spirit of the past masters but not in the superficial copying of particular techniques, forms and outlooks. Modern artists, accused of being out of line with tradition, feel that they are much more in the great procession than are the conservatives. The latter, those who cling to Nineteenth Century ideas, are the ones who seem really out of line.

There is no revolt against artistic tradition; there

is simply a revolt against the Nineteenth Century's blind worship of tradition. The complacent, conventional Victorians, seeing only the surface and not the substance of great art, got the artistic caravan off the road. Men of the new school want to put it back.

The machine, through misuse, was the chief factor in causing the wrecking of Nineteenth Century art. Mechanized mass production gradually replaced craftsmanship. Wealth and power, which had previously been controlled by aristocrats, came into the hands of men who had less well developed tastes. The new men of means desired the same fine surroundings that the nobility had possessed but, not having the same sureness of artistic judgment, they felt safer in relying upon what had been considered good in the past. The demand for original creations dropped constantly. Antique collecting flourished and the demand grew for reproductions of old building and furnishings. Imitation was called "art".

When the painters were not imitating Raphael, they were imitating Nature. Sculptors imitated Phidias (or thought they did) and architects imitated the Romans, Greeks and Goths. Eclecticism ruled the academies, the theory being that civilization had done all the creating it could and that there was nothing else to do but to choose the best from all the past ages. It was a "safe," unadventurous way, much at variance with the procedure of the great periods.

Each style was carefully labeled and pigeonholed. Art writers told the public (as they still do) that harmonious homes would result from keeping periods straight. American Victorians could see nothing ridiculous in the idea of having Louis XV parlours. Turkish dens and Eighteenth Century Spanish dining rooms. Sometimes styles would be mixed, but everyone tried to do what was proper. After all, anything old or from distant places was good.

Conservatives of today have condemned many and modified all of these ideas, but still cling essentially to the habit of copying of outworn forms. The genuine conservative remains very period conscious. The modified conservation is more free in making adaptations but can't quite break loose from copies and imitations of egg and dart moldings, Colonial fireplaces, Chippendale furniture, and stereotyped filligree of one kind or another.

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Most of the hackneyed forms that are used were once honest, functional and appropriate, and any modernist would doff his hat to their creator. The Greeks used the acanthus leaf in a beautiful manner, and gave creative distinction to their civilization by originating and employing such motifs. Why, however, should this ancient Mediterranean leaf be used in 1940 to decorate a building in Alabama? The modernist would use something significant, such as the cotton plant, or he would use nothing.

A perusal of almost any paper or magazine will lead to advertisements similar to this:

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To some the prices might seem reasonable, but the idea isn't. The Louises had the most modern creations of their age, but their lamps must have brought on many a headache. Today's "radical" feels that it is foolish to put an electric bulb into the form of any soot-producing, unhygienic, inefficient lamp of the Eighteenth Century. He sees but little more sense in making a contemporary light look like a cradle of an American kerosene lamp. Honest lamps and candles do not bother him, but he feels that an electric light should look like an electric light. The Nineteenth Century Romantic idea, that things that look old are safe, charming and good, is still with us.

Many objects labeled "modern" by our manufacturers simply have the surface aspects of modernism and are poor products. Some work shows novelty alone. Some is functional, but shows little regard for pleasing line and space relationships. Really good modern furniture can be found, and it is beautiful, functional, and in harmony with our times. At present, it is very expensive but in coming years it will cost less. When manufacturers find a strong demand for it, it will be much easier to get original, well designed pieces that will be expressions of this age.

At this year's New York Fair, forty per cent of the public showed itself, by vote, to be in favor of the modern home and against the period style home. A few years ago, not half as many would have supported modernism. The conservative feels that the world is losing its safe standards. The modernist feels that it is getting back into the adventurous creative spirit of the great ages of the past.

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## ARCHITECTS' REPORTS

**AGREE CHAS. N.**, 1140 Book Tower

Plans for one story bldg. 15360-64 Gd. River, Bet. Greenfield & Hartwell.

Plans for re-modeling exterior, Avalon Theatre—Linwood Ave.

Plans for one story Comm. bldg.—Gd. River at 9 Mile Rd. East Det. Tri-Square Realty Co. Owners. 2-sty. & basement Com. bldg., Wyandotte, Contracts let.

**BARNES, C. F. J.**, TY. 5-3233

Res.—30'x43' Ford Foundation, con. let.

Plans for Res. Sandusky, Mich.

**BENNETT & STRAIGHT**, 13530 Mich. Ave.

2000 Seat Edison Theatre—30 Bowling Alleys—Owners—Circle Midway Theatre Co.

Forum Theatre—Southfield Rd. Masonry let to Henry Martaens.

Add. Theatre—Midland, Mich. Taking fig. about Jan. 1.

Plans for 1000 seat Theatre, Rochester, Mich.

Ready about Mar. 1.

**BRANDT, CHRISTIAN W.**—3408 Eaton Tower

Add. to Bldg., Gratiot & 7 Mile Rd.

**GIFFELS & VALLET, INC. & L. ROSSETTI, Assoc.—Eng. & Archt.**—1030 Marquette Bldg.

Air Craft Bldg., Ford Motor Co.—Bids closed.

Mfg. Bldg. Kelsey Hayes Wheel Co. Plymouth, Mich. Foundation Con. let to W. E. Wood Co.—Steel Sash—Det. Steel Prod. Co.

Factory add. Howell El. Co. Bids closed Dec. 3.

C. F. Smith Store, Gen'l let to Faulkner Constr. Co.

New Condensate Return Line—Packard Motor Co. let to Bassler Carter Co.

**HYDE & WILLIAMS**, 3105 E. Grand Blvd.

Prep. plans for Woolworth Store, bet. Gd. River & State.

**L. B. JAMESON & S. J. STACHOWIAK**,

8580 Jos. Campau

Three story bldg.—Margolis Furniture Co. Taking fig. Dec. 9.

**KEYES, HUGH**, 748 Free Press Bldg.

Res. Bloomfield Hills, Mich. Bids closed.

**MALCOMSON, CALDER & HAMMOND**—1219 Griswold

Office Bldg., 28'x70'. Also Alt. to four Bldgs., A. T. Wagner Co., owners. Bids closed.

**MERRITT & COLE**—1111 Collingwood

Prep. plans—Add. Westminster Presbyterian Church., Lansing, Mich.

Plans, Jehovah Lutheran Church, Greenfield Road & Outer Drive.

Plans for Mt. Zion Lutheran Church, 7 Mile Road.

Plans for Res. & Medical Office, 7 Mile Rd.

**STAHL, JNO. C.**—820 Francis Palms Bldg.

Taking fig. Nov. 27, two stores, Lincoln Park.

**WEST, ROBERT J.**, 512 United Artists Bldg., Detroit.

Plans ready November 15th for residence 80'x80', cor. E. Jefferson & Berkshire, Grosse Pte. Park.

Taking fig. for an 8 family, owner Dr. R. E. Wiant.

Taking fig. 80'x80 res. cor. E. Jeff. & Berkshire Rd.

Grosse Pointe Farms.

Taking fig. Store Mich. Ave. Owner Harry Altman.

Taking bids on Ford Sales & Service, owner Vollmar & Steep.

Remodelling Cafe, Stores, & Dance Hall contract awarded to Detroit Underpinning.

Preparing Plans for an alteration to a factory.

**WRIGHT & ROGVOY**, 329 Fox Theatre Bldg.

Plans for Television Theatre—6 Mile Rd.

Store Fronts for bldg. Mich. Ave. near Lawton.

Alt. Miranda Bar—E. Jeff.

Re-Modeling Stores—8912 Gd. River.

Alt. Campau Theatre.

Taking fig.—Alt. 2 Stores, Wyoming & Fenkell.

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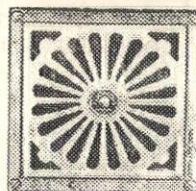
WEEKLY BULLETIN



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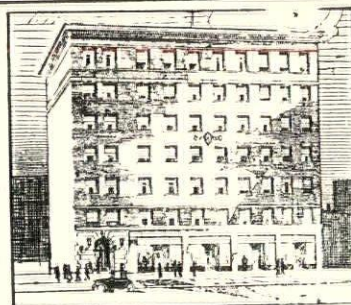
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# WEEKLY BULLETIN



NOT TO BE BOUND

## MICHIGAN SOCIETY OF ARCHITECTS

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Volume 14

DETROIT, MICHIGAN, DECEMBER 17, 1940

No. 51

Copy of a Leaflet

## HOW TO SELECT AN ARCHITECT

Methods recommended by the Connecticut, New Jersey, New York, Central New York, Albany, Buffalo, Brooklyn and Westchester Chapters of the American Institute of Architects and the New York and New Jersey State Associations of Architects.

Approved by the Departments of Education of the States of Connecticut, New Jersey and New York.

The design and construction of a building are complicated operations, requiring many technical processes and many factors to produce the finished project, and, therefore, the client should select and engage the architect who is best qualified to perform for him the necessary duties.

The client should choose his architect carefully because their relationship will be satisfactory only if it is based on mutual trust and respect. He should assure himself that the one he selects is competent, compatible, and of good standing.

Free lance sketch competitions are not sound bases for a selection because they do not guarantee satisfactory architectural services. The client should seek such architectural services rather than plans. Low fees and promises of more for less money are just causes for distrust.

In order to further the cause of better planning and design of school buildings, the following recommendations have been prepared and are respectfully submitted to Boards of Education.

There are two methods which may be followed: First—Direct Selection; and Second—Competition.

### Direct Selection

The direct selection of an architect should be made on the basis of experience, integrity, organization, references, and similar qualifications, and not on a fee basis. Architectural fees should be paid in accordance with the recommendation of the American Institute of Architects, which are the minimum charges for competent services. The procedure should be as follows:

1. The selection of a limited number of qualified architects, preferably not more than six.
2. Submission by the selected architects of pertinent data regarding their qualifications, including a list of at least six completed buildings.
3. Carefully selected questionnaires to be sent to these references.
4. Invitations to be extended to the selected architects to appear before the Board of Education. Allow one-half hour for each architect to present his qualifications.
5. Selection of two architects from the original list, based on the data gathered from the questionnaires and personal appearances.
6. Inspection of completed school buildings de-

signed by these architects, who should not accompany the Board on such inspection trips.

7. Final selection of secret ballot.

### Competitive Sketches

Sometimes, because of the exigencies of laws or other reasons, the prospective client cannot, or does not desire to, select his architect directly. In that event, he may use an architectural competition, in which case all sketches should be submitted under conditions established by the American Institute of Architects that will attract architects of ability, be equitable to all concerned, provide a competent, fair, and impartial judgment, and bring out the best results for the client.

The State Department of Education will furnish information about the nearest available Chapter of the American Institute of Architects which will be glad to cooperate with the Board of Education in conducting such a competition. The procedure should be as follows:

1. The selection of an architect to act as professional advisor, preferably recommended by the local Chapter of the American Institute of Architects.
2. The preparation of a program under the direction of the professional advisor, to include provisions for making the awards, requirements to be included in the plans, method of submission of sketches, remuneration and similar data.
3. The appointment of an impartial jury of award to select the winning design by secret ballot. The jury of award may consist of members of the Board of Education, but in any case, it should

See ARCHITECT—Page 5



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## FOX THEATRE

Beginning Friday, December 13th

Marlene Dietrich  
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In addition the Fox will present another out-  
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## NEW FIRM

H. E. Beyster announces the purchase of the interests of C. A. Handeyside and John Earnshaw in the C. A. Handeyside Construction Company.

The name of the company has been changed to the H. E. Beyster Corporation, with Beyster as President and Treasurer; John Kasurin, Vice-President and Secretary; and Raymond C. Perkins, Director.



**Beyster**

Beyster, a registered engineer and former Commissioner of Detroit Department of Public Works, was for nearly twenty years with General Motors Corporation on building work.

John Kasurin was registered as an architect in Michigan in 1916, and has practiced here since. Perkins, registered as an architect in Michigan in 1919, has been connected with several of the leading architectural firms in Detroit, and in business for himself.



**Kasurin**

In forming the new organization, Beyster announces that construction by the firm will be eliminated, and that the organization will specialize as architects and engineers in designing and supervising construction, primarily in the industrial field.

The company has already designed and supervised construction of plants for the U. S. Navy, airplane plants, hangars, power plants, factories and has many such contracts as the new Packard Motor Company's new Rolls-Royce engine plant in Detroit. Beyster announced the contracts now on hand amount to approximately \$17,000,000.



**Perkins**

## CARPENTERS ELECT

At their annual meeting, December 3, Carpenter Contractors' Association of Detroit elected the following officers and directors:

President, Curtis A. Massoll; Vice-President, Otto Auch; Treasurer, Wallace Dubey; Directors, H. A. Amsbary, H. T. Wunderlich, W. S. Trowell, Leigh Sharp, Otto Auch, Wallace Dubey, John H. Carter and Otto Sauer.

The election took place prior to a banquet at Muers Oyster House. The banquet was followed by a display of contractors' tools and equipment. We might point out that the display proved to be very interesting and educational and that, to the best of our knowledge, this was the first time that any building trade association has put on a strictly tools and equipment show. In fact, the show was so well received that we plan a much larger one next year and will probably have it open to a limited number of architects and contractors.

The purpose of the display was to provide a convenient means for our members and their working organizations to see a large number of the latest job tools and equipment.

John A. Whittaker, Secretary.

## ARTISTIC CHRISTMAS GIFTS

Architects are reminded once again at this season of the year that Mary Chase Stratton of the Pewabic Pottery has many unusual and artistic creations which make ideal Christmas gifts. They may be seen at 10125 E. Jefferson, although Mrs. Stratton will be away for the next five weeks.

Mary Chase has obtained a leave of absence from her work at the University of Michigan and Wayne University for a trip to California. Her many friends in the architectural profession and the art world will wish her every enjoyment on this well-earned vacation.

An interesting item from the Detroit Free Press, Sunday, December 8, is as follows:

When Mary Chase Stratton, at the Pewabic Pottery, 10125 E. Jefferson, announces newly developed glazes, as she did last week, that is art news not merely for Detroit, but for ceramists everywhere.

Pewabic's sequestered location, which perfectly suits its character as a laboratory-studio, is not exactly a house in the woods. Pewabic pottery is not a mousetrap. But it is in a class with the "better mousetrap" of the quotation, for the ceramic world beats a path to Mrs. Stratton's door. Technicians come from everywhere to ask her questions, without ever guessing the secrets which give her work its distinctive tone, color and glaze.

Mrs. Stratton is unique in her use of metallic carbonates and oxides, alone or in combination, as the base of color. She is unique in her sense of firing, her knowledge of the right heat for producing the lovely glazes. She is unique in having a workshop where she can, and does, experiment, endlessly, searching tirelessly for the interesting result.

This time the result is new, soft color, always with the metallic glaze for which she is noted. Ice blue, coral pink, primrose yellow and translucent white, in vases, jars and bowls have now come from the Pewabic kiln, offering limitless decorative possibilities. The pink and the yellow, especially, are exquisite as linings for bowls of other shades, the blue or the white. The jars and vases are stunning in "driller" glaze, thinned to a "reveal" glaze on the lower portion.

These new glazes are soft and golden, lighter than the famous copper glaze which has long been the Pewabic distinction.

"Pewabic" is the name Mrs. Stratton chose years ago, because she liked its sound. It was an Indian word, she knew, but she did not know its meaning. Later, when interested friends did a bit of research for her, they discovered that "Pewabic" was Chippewa for "clay with a copper color."

Among those who have come to Mrs. Stratton for instruction is Miss Jeannette Neal, occupational therapist of Warm Springs, Ga., who spent several weeks at the pottery last year.

## All Architects, Contractors and Engineers

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## PRODUCERS' COUNCIL CLUB'S CHRISTMAS PARTY

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## "A ROCHESTER CONVENTION FIGURE"

Three hundred or more delegates filled the lofty Ballroom at the second luncheon of the Convention. The Chairman had briefly and simply introduced the next speaker as Mr. Albert Kahn of Detroit, Michigan. Amid the usual hand-clapping, there arose at the speaker's table a short, well-set figure. Without peroration, other than "Ladies and Gentlemen", Mr. Kahn entered immediately into the subject of the talk assigned him, "Industrial Design, an Opportunity and Challenge." This talk, of about twenty minutes, was without doubt the high point of all the professional speeches made at the Convention. Forcefully, simply, directly, and with no apparent reservations, he told the Convention how he conducted his business, both from the point of view of its relationship to the client, as well as from that of the organization which was required for it. In a more strictly literary effort, words could here probably be used to indicate the absolute silence maintained and the rapt interest with which the audience listened throughout to Mr. Kahn. And well it might, for it was an unusual performance and one for which one might wait years to get a parallel. Here was a man who is probably the most competent person in his field, frankly telling an inside story of his business. He cited the demands of the client, often apparently unreasonable, from the point of view of the speed expected in the performance of the job. He said that sometimes, ground was expected to be broken on the day following the initial conversation with the client's staff. Sometimes it was. Once, steel had to be let for a major plant within three days after such an initial talk, and it was done. Not unusually the client seemed to assume mentally that the work was already underway and could be finished by the day before yesterday. We have all had clients of that sort and know how they fret, if not exasperate us. Mr. Kahn, however, presented the example of the great good nature with which unreasonable conditions can be met and the common sense representations of use to avert such distracting factors. But he has contrived and administers an organization built for thoroughness and speed, and can counter with definite assurances not available to everyone. Frequently he appears at the initial stages, when the client's basic requirements are formulated, with a staff including key men from his own various engineering forces as well as competent estimators in the different fields. This allows him to answer accurately, rather than with more or less vague approximations.

Mr. Kahn modestly claimed no great esthetic merit for the greater part of his industrial work. He said that the practical requirements of his clients so overbalanced all other considerations that usually no mere esthetic considerations were permitted to intrude. Yet, photographs which he displayed at another session of the Convention, indicate great skill in the esthetic developments where those problems were permissibly introduced.

He spoke of plans recently made by him for three naval establishments: two in the U. S. and one in Honolulu. More than six thousand drawings were prepared for these naval bases. They had to be produced in accordance with a fixed time schedule to meet a construction schedule; and I believe he said that at least nine completed drawings had to be issued each day. He expressed great relief that the job was finished, even though cooperation from the Navy Department had been 100%.

Dealing with the enormous and complex staffs of the larger corporations of the country, there are occasional miss-steps. He cited the instance of a mammoth corporation, where the manager of a certain plant had been extremely anxious to go ahead with a building

which the boss had not approved. So, during the boss' temporary absence and with the idea that the desired approval could be forced by having the job started before his return, the manager instructed Mr. Kahn to excavate for the new building. This was promptly done. On the boss' return and while he was making the usual inspection tour with the manager, they arrived at the excavated site. A stop . . . Temporary confusion . . . The boss asked,

"Who ordered this work to be done?"

No answer. No one seemed to know. The hole was filled in again.

Now Mr. Kahn, although he didn't say so, has several advantages over most of the rest of us. For one thing, his clients are usually in urgent need of their structures for which he is the architect. They are immediately necessary for the proper continuance of the business, and under this incentive the clients apparently do not carp at the cost, provided that it is taken to be reasonable. In this latter regard, it is well to note Mr. Kahn's remark, that he can prove to his clients, that it paid them financially to have the work done by him rather than to hand it over to one of the building contractors who furnish all of the designing services, apparently without profit, as part of the contract for providing of the structure. He stated that he had found that his profit did not exceed  $1\frac{1}{2}\%$  of the cost of the structures, which is far less than the profit which is made by such contractors operating without effective competition.

The whole address was given as one from a hard working, honest, competent workman, without reservation, to his professional co-workers. Is it to be wondered that at the conclusion of this talk there was a dramatic moment when the delegates did Mr. Kahn an honor which they extended to no one else? They arose as one man and cheered.

George A. Boehm.

## ALBERT G. BERGER

Albert G. Berger, 61 years old, who designed a large number of hotels, office buildings and apartment houses in New York and other cities, died on November 9. Mr. Berger came to this country from Hungary in 1904, and although a graduate of the University of Budapest, he worked as a brick layer for a time. For the past 17 years he was a partner in the architectural firm of Sugerman & Berger and is said to have been responsible for the designs for buildings estimated to have cost more than \$150,000,000. These include the Hotel New Yorker, Roerich Museum, the Navarre Garment Building and scores of others in New York.

Grand Rapids—Roger Allen, architect with offices at 1029 G. R. National Bank building, has prepared plans for alterations and remodeling to the administration building at Central State Teachers College, Mt. Pleasant.

The project is scheduled to cost \$10,000, according to Mr. Allen. Bids closed at Lansing December 6. A. M. Langius, director of the state division of buildings and construction, received the bids.

Mr. Allen has also drawn plans for a one-story modern house for Mr. and Mrs. Ford Trucks of Reed City.

The service committee of the city commission have engaged J. & G. Daverman as architects to prepare preliminary plans and sketches for the proposed community house in Roosevelt Park, Grand Rapids.

In a benefit contest held recently by Gesu Parish Church, George F. Diehl, architect, won a Mercury automobile.



## VOCATIONAL GUIDANCE

The Sixth Annual Engineering and Science Guidance meeting for high school students was held in the auditorium of Central High School, Friday, December 6, at 7:30 p.m. It was sponsored by the Engineering Society of Detroit.

Following a musical program by the Central High School orchestra under the direction of Dr. Harry W. Seitz, Dr. Warren Bow, Assistant Superintendent, Detroit Public Schools, introduced Mr. Harry K. Merker, superintendent of Manufacturing, Parke Davis & Company, who delivered an address on "Success."

Immediately after the address, counselors and students adjourned to the conference rooms where careers in architecture, the various branches of engineering and of landscape architecture, were discussed and the questions of students answered. Malcolm R. Stirton and Talmage C. Hughes represented the Detroit Chapter of The American Institute of Architects.

Emil Lorch of Ann Arbor, president of the Detroit Chapter of The American Institute of Architects, was heard over Radio Station WCAR of Pontiac, Friday, December 6, at 1:30 p.m. His subject was "Early Michigan Architecture."

Sponsors League of America cordially invites you and your friends to view an exhibition of paintings at its galleries at 267 N. Perry Street, Pontiac, Michigan, December 14-21.

Exhibitors are: Zoltan Sepeshy, Roy Gamble, Leon Evarts, George Hodges, Austin Church, Alice Thurber, and Rosemary Thurber.

The magazine Stone reports that the Hotels Statler plan the construction of a nine-story building on the east side of Sixteenth Street between K and L Streets, N.W., Washington, D.C., to cost about \$5,000,000.

Henry F. Stanton of Detroit was scheduled to attend the famous Gridiron Dinner in Washington, Saturday evening, December 14th.

C. T. Olmsted, secretary of State Board of Registration for Architects, Professional Engineers and Land Surveyors, announces that the Board will not hold the examinations during the Christmas holidays this year. The next examinations will probably be held some time during the month of April, he states.

### ARCHITECT—(Continued from Page 1)

include either the professional advisor or some other disinterested architect recommended by the professional advisor.

Any other type of free-lance competition will prevent the Board of Education from obtaining the services of any member of the American Institute of Architects. Such competitions are considered unethical, unfair to the competing architects, and, because they generally have been hastily prepared as attractive pictures with little or no study of the project or of its ultimate cost, will more often than otherwise result in unsatisfactory architectural services, which in turn will result in an unsatisfactory building.

In case the Board of Education is uncertain as to the procedure to be followed, the local Chapter of the American Institute of Architects will be glad to point out the advantage and disadvantages of each of the above methods of selecting an architect. All inquiries directed to the State Department of Education will be forwarded to the local Chapter and receive prompt attention.

DECEMBER 17, 1940

## SAGINAW EXHIBITION

When the traveling Architectural Exhibition recently reached Saginaw, architects there did a splendid job of publicizing it. They sent out a beautifully printed card, bearing the following text:

A showing in advance of the opening will be held at eight o'clock Friday evening, November 29th, at Hoyt Library. The material to be exhibited includes photographs and drawings of Landscape and Architectural subjects, models and drawings of Allied Art subjects, painting, sculpture, ceramics, weavings, woodcrafts, etc., all of which is work of Michigan people. The Saginaw Architects cordially invite you and your friends to attend this prevue. Frederick Beckbissinger, Carl Macomber, Robert Frantz, James Spence, Donald Kimball, William Stone, Clarence Merrill. The Exhibit will continue from November 29th to December 15th inclusive.

\* \* \*

The Saginaw Tribune on November 29 carried the following item:

### Art Exhibit

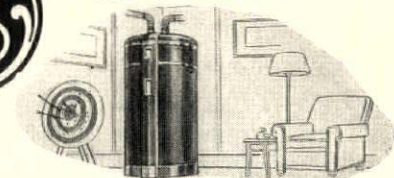
The traveling exhibit of Michigan allied arts is to have its formal opening tomorrow at the Hoyt library it was announced early this week. The exhibit is sponsored by the American Institute of Architects and the Michigan Society of Architects.

At a preview of the exhibits tonight at which architects and their friends are to be guests, Robert F. Swanson of Cranbrook, chairman of the exhibit, and Mrs. Swanson are to be guests of Robert B. Frantz, Saginaw chairman.

The arts exhibit was at the Detroit Institute of Arts during the month of October and since then has been on exhibit in various cities throughout Michigan. All of the exhibits for the most part have been selected by Michigan artists and architects and include photographs, drawings, architectural models, paintings, sculpture, ceramics, weaving and metal work.



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**ARCHITECTS' REPORTS****AGREE CHAS. N.**, 1140 Book Tower

One story bldg. 15360-64 Gd. River. Bet. Greenfield & Hartwell. Owner, Vinton Realty Co. taking bids. Plans for re-modeling exterior, Avalon Theatre—Linwood Ave.

Plans for one story Comm. bldg.—Gd. River at 9 Mile Rd. East Det. Tri-Square Realty Co. Owners.

**BARNES, C. F. J.**, T.Y. 5-3233

Plans for Res. Sandusky, Mich.

**BENNETT & STRAIGHT**, 13530 Mich. Ave.

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Forum Theatre—Southfield Rd. Sewer Wk. let to Peter Eddy.—Structural Steel—J. A. Peters Co.

Add. Theatre—Midland, Mich. Taking fig. about Jan. 1.

Plans for 1000 seat Theatre, Rochester, Mich. Ready about Mar. 1.

**BRANDT, CHRISTIAN W.**—3408 Eaton Tower

Add. to Bldg., Gratiot &amp; 7 Mile Rd.

**GIFFELS & VALLET, INC. & L. ROSSETTI, Assoc.**—Eng. & Archt.—1020 Marquette Bldg.

Air Craft Bldg., Ford Motor Co.—Bids closed.

Factory add. Howell El. Co. Bids closed Dec. 3

**HYDE & WILLIAMS**, 3105 E. Grand Blvd.

Woolworth Store, bet. Gd. River & State. Genl. con. let to Barton—Malow Co.

**L. B. JAMESON & S. J. STACHOWIAK**,

8580 Jos. Campau

Three story bldg.—Margolis Furniture Co. Taking fig. Dec. 9.

**KEYES, HUGH**, 748 Free Press Bldg.

Res. Bloomfield Hills, Mich. Bids closed.

**MALCOMSON, CALDER & HAMMOND**—1219 Griswold

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**MERRITT & COLE**—1111 Collingwood

Prep. plans—Add. Westminster Presbyterian Church, Lansing, Mich.

Plans, Jehovah Lutheran Church, Greenfield Road & Outer Drive.

Plans for Mt. Zion Lutheran Church, 7 Mile Road. Plans for Res. & Medical Office, 7 Mile Rd.

**STAHL, JNO. C.**—820 Francis Palms Bldg.

Taking fig. Nov. 27, two stores, Lincoln Park.

**WEST, ROBERT J.**, 512 United Artists Bldg., Detroit.

Plans ready November 15th for residence 80'x80', cor. E. Jefferson & Berkshire, Grosse Pte. Park.

Taking fig. for an 8 family, owner Dr. R. E. Wiant. Taking fig. 80x80 res. cor. E. Jeff. & Berkshire Rd. Grosse Pointe Farms.

Taking fig. Store Mich. Ave. Owner Harry Altman. Taking bids on Ford Sales & Service, owner Vollmar & Steep.

Remodelling Cafe, Stores, & Dance Hall contract awarded to Detroit Underpinning.

Preparing Plans for an alteration to a factory.

**WRIGHT & ROGVOY**, 929 Fox Theatre Bldg.

Plans for Television Theatre—6 Mile Rd.

Stores &amp; Flats, Mich. Ave. near Lawton.

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Alt. Campau Theatre.

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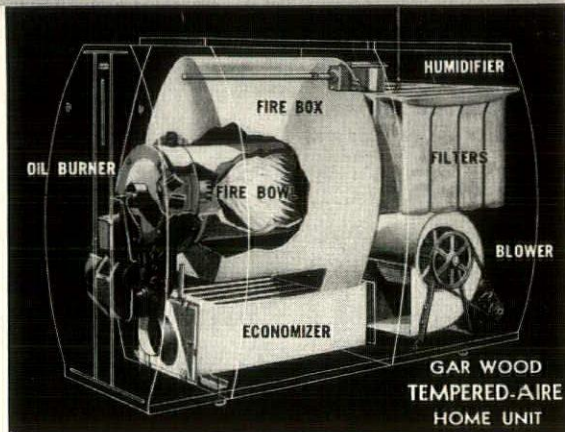
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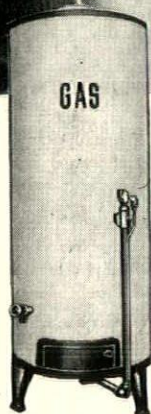


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Volume 14

DETROIT, MICHIGAN, DECEMBER 24, 1940

No. 52

## EXCERPT FROM A TALK

By Kenneth C. Black, Member Michigan Planning Commission—upon the opening of the November 30, 1940 session of the Conference on the Expansion of Industrial Communities, at the University of Michigan, Ann Arbor, Michigan

Speaking as a member of the Michigan Planning Commission, I think it is safe to say that the State of Michigan is as vitally concerned with the physical aspects of the defense program as any state in the Union. Because of the variety and intensity of our industrial development it is natural that Michigan should become a focal point in the program. We in Michigan are not so concerned with the problems of the defense of our state from invasion—since that possibility is too remote for immediate consideration—as we are with the problems created by the production of materials for the defense of the country as a whole.

The production of materials for defense is primarily an industrial problem. We can assume, I think, that men who have been trained in the technique of mass production will soon solve the practical problems created by the necessity for producing war materials in the shortest possible time. Consequently problems of production technique can be delegated to the manufacturers themselves and the State can concern itself primarily with problems created by the industrial expansion which will inevitably accompany the development of the program.

Some of the developments which we may anticipate are such as to stagger the imagination, and Michigan seems to be an ideal laboratory for testing the practicability of various theories of production for defense which have been advanced.

Will production for defense consist simply of the enlargement of existing manufacturing facilities? Or

will it mean the establishment of entirely new communities organized around factories build specifically for the production of war materials? If it is the former, we will be confronted with an intense aggravation of all the problems of urban concentration of population. If it is the latter we can look forward to a new era of industrial decentralization.

In either case the problems of the State in providing public services will be manifold. There is the problem of defending industrial plants themselves against sabotage. There is the problem of providing adequate highways and transportation facilities for materials and men. There is the problem of protecting the health of the workers. There is the problem of industrial housing. And there is the problem of co-ordinating all physical expansion in such a way that when the present emergency is over the normal industrial life of the State can resume its course with a minimum of waste.

In the solution of these problems the State must look to men who are experienced in the various fields which will be most affected by the anticipated industrial expansion. The manufacturers, who will be called upon to solve the problems of production; the architects, who will be responsible for the planning of the buildings themselves; the city planners, who will be called upon to create industrial communities; and public officials, who will be required to co-ordinate all forms of expansion within the framework of available public services.

We are indeed fortunate in having with us today, men who are eminently well qualified to speak on all these problems. I take great pleasure in presenting to you first, Mr. John L. Lovett, General Manager of the Michigan Manufacturers Association, who will discuss some of the problems of Industry itself in the defense program.

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GREETINGS

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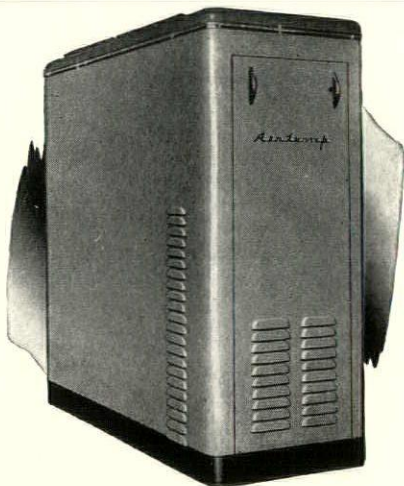
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## G. R. DOES THE EXPECTED

Dear Gamber:

At the last meeting of the Grand Rapids Chapter of The American Institute of Architects, the program of the Michigan Society of Architects, as contained in your letter of November 12, 1940, was a subject of interesting discussion.

The members of the Chapter were unanimous in their appreciation of the aggressive manner in which you are conducting this campaign. This action is long past due and we feel every confidence that the result will have a lasting benefit to the profession.

The members were urged to send in their pledges at once and to make them as generous as circumstances would permit.

In line with the foregoing, the following resolution was made and passed: Resolved, that the Grand Rapids Chapter of The American Institute of Architects send to Branson V. Gamber, President of the Michigan Society of Architects, the assurances of its entire support and appreciation for the effort being made, under the Board's able guidance, to rid the profession of certain practices detrimental to the well-being of the architectural profession, and to assure him that we stand ready to lend our aid in whatever manner he may designate.

With every wish for your continued success, we remain

Sincerely yours,

G. R. CHAPTER, A. I. A.

F. W. Knecht, Secretary

\* \* \*

### GAMBER REPLIES

Dear Mr. Knecht:

Your letter of December 11th with the resolution of support of the Grand Rapids Chapter, A. I. A., was received with much appreciation and gratitude. It is most encouraging to know that we have the assurance of cooperation and assistance from such an outstanding group of architects, and it can only strengthen us in our efforts to safeguard the interests of the public and the profession.

We hope that you will assure the members of your Chapter that we will do everything in our power to make a success of this endeavor, and we see promising indications that our state-wide effort will develop into a national campaign. Your letter is so helpful in spirit that we are taking the liberty of publishing it in a forthcoming issue of the M. S. A. Bulletin.

Again expressing my thanks, and with kindest personal wishes to you and the members of your Chapter, I am

Sincerely yours,

BRANSON V. GAMBER

Pres. Michigan Society of Architects

### ALLIED ARTS EXHIBIT

The Michigan Allied Arts Exhibit needs the utmost cooperation of the architects in the cities where it is still to be shown, according to J. Robert F. Swanson of Birmingham, chairman of the Exhibit Committee. All the architects in those cities are urged to get in touch with local committee members and to assist in making the exhibition a success.

The excellent publicity received from holding the exhibit in Detroit and also its good reception in Saginaw make it well worth while for architects to

make every effort to help. They are the ones to benefit by it, and they should give all the support possible.

The schedule has necessarily been changed as arrangements were completed and at the present time is as follows:

BATTLE CREEK—Jan. 16 to February 2

Edward X. Tuttle in charge

JACKSON—Feb. 6 to Feb. 16

Carl Kressbach in charge

LANSING—Feb. 27 to March 13

Kenneth C. Black in charge

KALAMAZOO—March 20 to March 30

Kalamazoo Institute of Arts

Ulfert Wilke, Director

Milton Billingham, Architect

MUSKEGON—April 2 to April 13

Hackley Art Gallery

Harold Babcock, Secretary

Arthur Hooker, Architect

GRAND RAPIDS—April 17 to April 27

Grand Rapids Art Gallery

Otto Karl Bach, Director

Chris Steketee, Architect

ANN ARBOR—May 1 to May 10

Prof. Emil Lorch in charge.

### DETROIT CHAPTER, A. I. A. COMMITTEES APPOINTED

Professor Emil Lorch of Ann Arbor, recently elected president of the Detroit Chapter of The American Institute of Architects, has announced the appointment of Chapter committees for 1940-1941 as follows, in each case the first named being chairman:

*Education:*—*Student Chapter:* George M. McConkey, Wells I. Bennett, William D. Cuthbert, Richard P. Raseman.

*Competition & Exhibitions:* Ralph R. Calder, Eero Saarinen, Henry F. Stanton.

*Chapter History:* Marcus R. Burrowes, Clair W. Ditchy, George D. Mason, Wirt C. Rowland.

*Relations with Construction Industry:* Alvin E. Harley, Adolph Eisen, C. William Palmer.

*Allied Arts:* Owen A. Luckenbach, Alden Dow, Wirt C. Rowland, J. Robert F. Swanson, Ernest Wilby.

*Public Information:* Talmage C. Hughes, Clair W. Ditchy, Kenneth C. Black.

*Relations with State Board of Registration:* Emil Lorch, George M. McConkey. *Alternates:* N. Chester Sorensen, Milton Pettibone.

*Lecture and Program:* Richard H. Marr, Cornelius L. T. Gabler, Talmage C. Hughes.

*Public Relations:* C. William Palmer, Lynn W. Fry, Arthur K. Hyde.

*Civic Design:* William E. Kapp, Robert B. Frantz, Branson V. Gamber, Jean Hebrard, Richard P. Raseman.

*Architectural Clinics:* Emil Lorch, George Brigham.

*Small House Problem—Large Scale Housing:* Clair W. Ditchy, Thomas H. Hewlett, Maynard Lyndon.

*Practice:* Henry F. Stanton, Robert B. Frantz, Walter Lentz, Andrew R. Morison.

*Counselors to E. S. D.:* Henry F. Stanton, J. Ivan Dize, Frank Eurich, Wirt C. Rowland.

*Membership:* Leo I. Perry, Frederick C. O'Dell, Malcolm R. Stirton, James A. Spence.

*Liaison Officer, Producers' Council:* C. William Palmer.



## TOURIST CAMP COMPETITION

A competition for designs and layouts of tourist camps is announced by Kenneth C. Black of Lansing, chairman of a special committee appointed by the Michigan Society of Architects.

The competition, open to all Michigan architects, architectural draftsmen and students, is being held at the request of the Michigan Planning Commission at whose disposal the designs will be placed.

The Jury of Awards will consist of Dr. Eugene B. Elliott, chairman, Michigan Planning Commission; Branson V. Gamber, A.I.A., president, Michigan Society of Architects; Wells I. Bennett, A.I.A., Dean, College of Architecture, University of Michigan; Eero Saarinen, A.I.A., Cranbrook Academy of Art; J. Lee Barrett, Executive Vice-President, Southeastern Michigan Tourist and Publicity Association; Kenneth C. Black, A. I. A., professional advisor and chairman of the jury (non voting).

"It is not to be inferred that Michigan is unusually backward in this respect," Black stated, "but rather that in general the character of such developments throughout the country could be greatly improved."

"This activity has rapidly become big business and, with Michigan taking the lead in the tourist industry, it is regrettable that with a few exceptions little thought has been given to well organized groupings, affording proper privacy, outlook and comfort, consistent with economy of construction."

By means of this competition the Society hopes to perform a worthwhile public service to the State and to pioneer in a new field of opportunity for Michigan architects.

While prizes are small—\$25, \$15 and \$10 for first, second and third places—the drawings called for are simple, requiring only a few hours time to prepare. The contest closes on January 21, 1941.

Further information can be secured by addressing Mr. Black at 706 Capitol Savings & Loan Building, Lansing.

Why not make a few sketches to see how you would solve this problem—and when you have done so, why not send us your solution.

### PROGRAM

The Michigan Society of Architects announces its sponsorship of an educational competition for the purpose of securing designs and layouts of tourist camps to be placed at the disposal of the Michigan Planning Commission for use in its efforts to improve the quality and appearance of tourist accommodations in Michigan. All designs submitted in this competition will become the property of the Michigan Society of Architects. The Society may authorize publication or exhibition of any or all designs at its discretion, but it is to be understood that credit will be given to the designers of all work published or exhibited. It is hoped that the publication of these designs will demonstrate the wisdom and value of employing architectural service in the development and construction of such projects.

**PRIZES.** The Michigan Society of Architects has appropriated from its treasury the sum of fifty dollars to be used as prize money in this competition. The prizes will be as follows:

- First Prize \$25.00
- Second Prize \$15.00
- Third Prize \$10.00

**QUALIFICATIONS FOR COMPETITORS.** This competition is open to the following classes of individuals only:

1. All architects registered in Michigan.
2. All architectural draftsmen living in Michigan or employed by architects registered in Michigan.

3. All architectural students regularly enrolled in any private or public college, university, or academy situated within the state of Michigan.

The Professional Advisor and members of the Jury of Awards will not be eligible to compete.

**THE PROBLEM.** Mr. Frank Jones, a farmer living in northern Michigan, has decided to convert a portion of his property into a tourist camp. The camp will be managed by his son Ralph and Ralph's wife Anna, who will live in the administration building of the new camp. Ralph will sell gasoline and do the heavy work around the camp. Anna will make the beds in the cabins and do the housekeeping. They will jointly prepare breakfasts and short-order meals which will be served in the administration building. Extra daytime help needed during the rush seasons will be secured from a neighboring village. It has been decided that the original camp should offer the following accommodations:

1. The Administration Building, 1500 sq. ft. ground floor area. The planning and design of the Administration Building itself is not a part of this competition. Competitors must, however, indicate its position and area (any shape desired) on the plot plan. Immediately adjacent to the Administration Building the plot plan should also show the location of three gasoline pumps, an open space 25'x40' for grease racks and all approaches and drives necessary for proper access to same.

2. Ten one-room cabins, each containing:

- a. Bed room, not to exceed 120 sq. ft. floor area.
- b. Bathroom with toilet, lavatory, and shower.
- c. Parking area for one car. May be roofed or open at designers option.

3. Six two-room cabins, each containing:

- a. Two Bed rooms, not to exceed 240 sq. ft. combined floor area.
- b. Bathroom with toilet, lavatory, and shower, accessible from each bed room without going thru the other.
- c. Parking area for one car. May be roofed or open at the designers option.

4. Two three-room cabins, each containing:

- a. Combination room for living, dining, cooking, and auxiliary sleeping. Not to exceed 120 sq. ft. floor area.
- c. Two Bed rooms, not to exceed 240 sq. ft. combined floor area.
- d. Bathroom with toilet, lavatory, and shower, accessible from all sleeping areas without going thru other sleeping areas.
- e. Parking area for one car. May be roofed or open at the designers option.

5. Trailer camp with space for six automobiles with trailers attached and

- a. A centrally located building with toilets and showers for trailer occupants, 200 sq. ft. The planning and design for this building is not a part of the competition program, but its location and area must be shown on the plot together with all approaches to same.

6. A Coathouse, 750 sq. ft. for the storage of fishing boats and canoes. Adjacent to the bathhouse should be a wooden pier six feet wide and fifty feet long. The planning and design of the bathhouse and pier is not a part of the competition program, but their locations and areas must be shown on the plot plan together with all approaches to same.



Provisions must be made for heating each cabin individually. Each sleeping area should have a small closet without doors and closet areas may be in addition to room areas previously specified. For ease in maintaining sanitary conditions, all furniture must be movable and no built-in beds, bunks, etc., will be permitted. Owing to the economic factors involved Mr. Jones can consider only simple designs, compact arrangements, and inexpensive materials. He wishes the cabins built as compactly as possible in order to keep plumbing and maintenance costs to a minimum. He does not want this compactness to destroy privacy, however, and the exact relationship of the cabins to each other is left to the discretion of the competitor.

**THE SITE.** The site chosen is a strip of land having a frontage of 500 feet on a level highway running straight north and south along the eastern boundary of the property. The highway is a 20 foot pavement in the center of a 66 foot right-of-way. The west boundary, which is 350 feet from the center of the pavement on the south and 300 feet on the north, is the shore of a lake which is used for fishing and bathing in summer and for skating in winter. The shore of the lake is approximately straight. The north and south boundaries are perpendicular to the highway and each adjoins an open area available for the future expansion of the camp.

There is a sandy beach extending into the property approximately 25 feet from the shore line, at which point the grade rises three feet. From that point to the road the grade rises five feet uniformly, making the total rise from the water level to the road, eight feet. There are no trees, shrubs, or roads on the site at present and competitors will be expected to indicate the locations of all drives walks, and the approximate extent of landscaping recommended, on the plot plan.

Although the present development is limited to the site specified in this competition, the relationship of the trailer camp, cabin camp, and the administration building should be such that either the trailer camp or cabin camp could be expanded independently of the other and still be administered and controlled from the original administration building.

**DRAWINGS REQUIRED.** The following drawings will be required of all competitors. Supplementary drawings or information not specifically required in this section will not be considered.

1. Floor plans of typical one-room, two-room, and three-room cabins as required by items 2, 3, and 4, in the section entitled "THE PROBLEM." Scale, one eighth inch equals one foot.

2. One elevation of each typical cabin. Scale, one eighth inch equals one foot.

3. Plot Plan. Scale 1"—48"—0'.

All drawings must be in black pencil on white tracing paper mounted on stiff white cardboard. The tracing paper will be 18"x24" with a single line border drawn  $\frac{1}{2}$ " inside these dimensions. The cardboard mounting will be 20"x26". Plans should have the walls indicated in solid black. Elevations should have materials indicated but no shadows cast, no trees or shrubs drawn, and no rendering attempted. No colored pencil or crayon may be used. Since these drawings may be reproduced at reduced size, no lettering shall be used which is less than 3-16" high. No title will be required on the drawing, but titles shall be placed under each plan unit and the plot plan shall have a suitable key to designate the location of each unit. Drawings shall be so arranged that the sheet can be hung vertically for judgement. Each drawing shall contain graphic scales for both plot and cabin plans and the direction of the compass shall be indicated on the plot plan. A human figure 5'-10" high shall be indicated adjacent to each elevation.

**DELIVERY OR DRAWINGS.** All drawings must be delivered or mailed to the College of Architecture and Design, University of Michigan, Ann Arbor, Michigan, on or before noon, January 21, 1941. Drawings which are mailed must bear a postmark prior to the time specified above. All drawings shall be securely wrapped and the words "Tourist Camp Competition" shall be plainly marked on the outside of the package.

**ANONYMITY OF DRAWINGS.** The contestant's name should be placed in a sealed envelope securely attached to the back of the cardboard mounting. The outside of the envelope should bear a nom-de-plume or device and the same nom-de-plume or device should appear in the lower right hand corner of the drawing. After the judgement is completed the envelopes containing the contestants' names will be opened and the winners announced. All contestants will be notified of the names of the winners and the winning designs will be published in the Weekly Bulletin of the Michigan Society of Architects.

**THE JURY.** The Jury of Awards will consist of the following individuals.

Dr. Eugene B. Elliott, Chairman Michigan Planning Commission.

Branson V. Gamber, AIA, President Michigan Society of Architects.

Wells I. Bennett, AIA, Dean College of Architecture and Design, U. of M.

Eero Saarinen, AIA, Cranbrook Academy of Art.

J. Lee Barrett, Exec. Vice Pres., Southeastern Michigan and Publicity Association.

Kenneth C. Black, AIA, Professional Advisor and Chairman of the Jury. (Non-voting.)

**ADDITIONAL COPIES OF THE PROGRAM AND QUESTIONS.** Copies of this program may be secured by bona-fide competitors by addressing a request to Kenneth C. Black, 706 Capitol Savings and Loan Building, Lansing, Michigan. No questions relative to the provisions of the program will be answered. Contestants must place their own interpretation on the data given.

## BAKER HEADS G. R. CHAPTER

At the annual meeting of the Grand Rapids chapter of The American Institute of Architects held Dec. 3, the following officers were elected: President, John P. Baker; vice president, Frederick W. Knecht; secretary-treasurer, Harry L. Mead; director, Warren L. Rindge. The national secretary, Charles T. Ingham of Pittsburgh, Pa., has announced the election to membership in the Institute and assignment to the Grand Rapids chapter of R. E. Seeger and S. E. Osgood of Grand Rapids; Adrian N. Langius and Carl J. Rudine of Lansing and Edward X. Tuttle of Battle Creek.

## SIDNEY WAKE

Sidney George Wake, 30, of Detroit, died in Clawson, Mich., Friday evening, November 29, at the home of his parents, Mr. and Mrs. Douglas Wake, after an illness of about two months.

He was graduated from the school of architecture at the University of Michigan in June, 1938.

In 1939 he entered the service of Albert Kahn, Inc., Detroit architects, and had been employed in their offices since that time.

He was a member of the University of Michigan chapter of the Alpha Rho Chi fraternity.

His wife, who survives, is the former Ruth Alden Clark, daughter of Mr. and Mrs. Harlow A. Clark. Mr. and Mrs. Wake were married in Marquette June 24, 1939. He also leaves his father and mother.



## OUR FRIEND, THE CONTRACTOR

By Reed M. Dunbar

True or false, a contractor is a man who builds buildings?

Ask ten of your friends that question, and nine will agree that this is true.



Dunbar

Of course, any man who signs on the active side of any contract is a contractor, whether it be to supply tallow candles to Laplanders, or military secrets to nations; and all the dictionaries, from the dime store variety up, will say so.

The business of living, being what it is, a man who is responsible for the numberless details necessary in transferring a building from blue print paper to more solid units of steel, concrete or wood must get a recompense for his troubles; and regardless of the job, he can certainly look forward to some troubles.

There are, and always have been, two basic types of contractors; the successful and the unsuccessful, the two having well defined differences.

The two greatest assets of the first type being honesty and efficiency, our man without a generous supply of both quickly slides back into the second classification.

There are men in the business of erecting buildings today who, by the skilful use of a false front, are claiming either one or both of these requirements, but after the piercing light of publicity has penetrated the screen, which invariably happens, they have no redress but to quickly drop out of the game, probably ending on the W.P.A.

The movement in some states to license building contractors is a move in the right direction and is certainly a protection for the innocent prospective owner, helping to save him from the all-too-frequent failure of his major investment, a new home.

The fallacy, all too prevalent, that a contractor is qualified to design, supervise and build, all in the interest of the owner, is one of the plums which is held up to the unsuspecting public. There have been instances where designers have become the erectors, but the attempt, inversely is very seldom successful.

With even a little time for consideration of the proposal, how could any one arrive at anything but the conclusion that, instead of minimizing the chance of being hoodwinked, he has in fact multiplied it? All too often the owner relies, for the lack of any other procedure, on his belief in the soft and so-convincing words of the contractor, who explains that this method means a triple saving; first, the

design will be economical, incorporating all of the owner's pet desires; secondly, he will see that only the best of materials are used; and third, he will certainly guarantee that the best of workmanship will be used throughout the job. This, in a large percentage of cases, is successful for he is very careful not to reveal to his client that, in place of one profit and its ensuing chances, there are many opportunities to fleece the poor man. This term "poor man" is used intentionally, because, when a builder of that type ensnares his victim he doesn't let go until the last nickel has been wrung from the owner's pocket and he is, in truth, a poor man, left without money, and with a poorly constructed home.

Everyone knows of some excellent workman, carpenter, mason, or what have you, who can, and does, do good work if left alone but who has not the faculty—or does not care to exercise it—of meeting the public, and so must of necessity work for some one else.

Lucky is the hoodwinking, smooth-talking "broker" contractor if he can get a man of this caliber, for he knows, and has guessed correctly, that if a man is intelligent enough to build correctly this same man, under orders, can erect structures which are incorrectly built, and can do it so that the intentional errors are not discernable before the completion of the contract.

Human nature is responsible in part for the existence of the butterfly existence of this kind of contractor, as the owner is usually reluctant to admit his error and confess that he chose neither wisely nor well.

The main spring of any successful contractor's organization is his foreman on the job, as a good man on each construction job—varying perhaps in ability as the size of the job—can do more to aid him in all ways than any other in the completed picture.

These men, demanding and getting good salaries, are in touch with every separate unit which is placed in the building, from its delivery on the site to its incorporation into the completed structure. They are, in the final analysis, the boys with the magic wand, who are able to transform materials into "a thing of beauty," and they certainly do their best to create "a joy forever."

Too often the contractor attempts to usurp the

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duties of this necessary individual, but the results are usually "not so good."

The survival of the fittest usually eliminates all but the Type No. 1 contractor before he attempts the larger and more elaborate class of buildings, so that the troubles besetting these men are more often than not ones having to do with efficient organizations. The duties that in small dwelling construction can well be handled by a man or two increase as the size of the building increases and, both in the field and in the office, should be distributed among departments.

While the small carpenter contractor can and does take off the material for a simple building, it becomes a herculean task after the building reaches the larger brackets. At this point a careful and efficient estimator ranks in importance with the outside superintendent.

One of the most important quirks in the makeup of the successful builder is his ability to "keep ahead of the job," this referring to his foresight and to his adeptness in having the material arrive, not too far ahead to clutter up the site, nor so late as to hold up operations—but when actually needed. This, as much as any other single item, is instrumental in the successful closing of contracts.

A very great factor in the eventual classification of a contractor of Class 2 is the practice—decidedly unfair to all concerned—of "chiseling" of sub-contractors.

When preparing the initial bids every contractor will take several sub-contractors' figures, select usually the lowest, and use them in his own compilation. Then—and this is where he plays to type—if awarded the contract he calls in these sub-contractors and proceeds to play one against the other until the harassed "subs" actually cut into their own legitimate profit to secure the job, adding their bit to the big boy's take. Fortunately, the construction life of men like that is not very extended, a fact which is applauded by everyone who understands.

There are men of type 1, from the smallest up to the largest who really belong to and are real factors in the growth of their respective communities, but it seems so easy to hand a man a nicely wrapped package for a home and not have him really understand what that package actually contains, that there probably will exist that type of "confidence man" contractor, turning out "gold brick" homes.

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## ARCHITECTS' REPORTS

**AGREE CHAS. N.**, 1140 Book Tower

One story bldg. 15360-64 Gd. River. Bet. Greenfield & Hartwell. Owner, Vinton Realty Co. taking bids.

Plans for re-modeling exterior, Avalon Theatre—Linwood Ave.

Plans for one story Comm. bldg.—Gd. River at 9 Mile Rd. East Det. Tri-Square Realty Co. Owners.

**BARNES, C. F. J.**, TY. 5-3233

Plans for Res. Sandusky, Mich.

**BENNETT & STRAIGHT**, 13530 Mich. Ave.

2000 Seat Edison Theatre—30 Bowling Alleys—Owners—Circle Midway Theatre Co.

Forum Theatre—Southfield Rd.—taking Mech. bids. Add. Theatre—Midland, Mich. Taking fig. about Jan. 1.

Plans for 1000 seat Theatre, Rochester, Mich. Ready about Mar. 1.

**BRANDT, CHRISTIAN W.**—3408 Eaton Tower

Add. to Bldg., Gratiot & 7 Mile Rd.

**GIFFELS & VALLET, INC. & L. ROSSETTI, Assoc.**—Eng. & Archt.—1000 Marquette Bldg.

Factory add. Howell El. Co. Gen'l. Con. let to Christmas Co., Lansing.

Kelsey Hayes Wheel Co.—Sanitary Sewers let to Gargaro Co. Gen'l. Con. bids due Dec. 23.

C. F. Smith Store—7 Mile & Rutherford. Bids due Dec. 21.

Bids closed on Extension to Cold Finish Mill, Ford Motor Co., also Structural Steel Bids.

Air Craft Bldg., Ford Motor Co., Gen'l. Con. let to Esslinger-Misch Co.

**L. B. JAMESON & S. J. STACHOWIAK**,

8580 Jos. Campau

Three story bldg.—Margolis Furniture Co. Taking fig.

**KEYES, HUGH**, 748 Free Press Bldg.

Res. Bloomfield Hills, Mich. Bids closed.

**MALCOMSON, CALDER & HAMMOND**—1219 Griswold Office Bldg., 28'x70'. Also Alt. to four Bldgs., A. T. Wagner Co., owners. Con. let.

**MEHRITT & COLE**—1111 Collingwood

Prep. plans—Add. Westminster Presbyterian Church, Lansing, Mich.

Plans, Jehovah Lutheran Church, Greenfield Road & Outer Drive.

Plans for Mt. Zion Lutheran Church, 7 Mile Road. Plans for Res. & Medical Office, 7 Mile Rd.

**PALMER, C. WM.**, 900 Marquette Bldg.

Dormitory & Medical Bldg., Central State Teachers College, Mt. Pleasant. Bids due Jan. 9., Office, Dr. Eugene Elliott, Sec'y. U. S. Capital, Lansing, Mich.

**STAHL, JNO. C.**—820 Francis Palms Bldg.

Taking fig. Nov. 27, two stores, Lincoln Park.

**WEST, ROBERT J.**, 512 United Artists Bldg., Detroit. Plans ready November 15th for residence 80'x80', cor. E. Jefferson & Berkshire, Grosse Pte. Park.

Taking fig. for an 8 family, owner Dr. R. E. Wiant. Taking fig. 80x80 res. cor. E. Jeff. & Berkshire Rd. Grosse Pointe Farms.

Taking fig. Store Mich. Ave. Owner Harry Altman. Taking bids on Ford Sales & Service, owner Vollmar & Steep.

Preparing Plans for an alteration to a factory.

**WRIGHT & ROGVOY**, 929 Fox Theatre Bldg.

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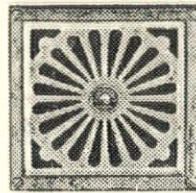
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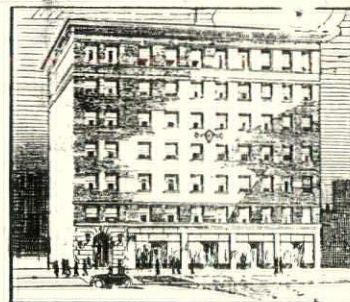
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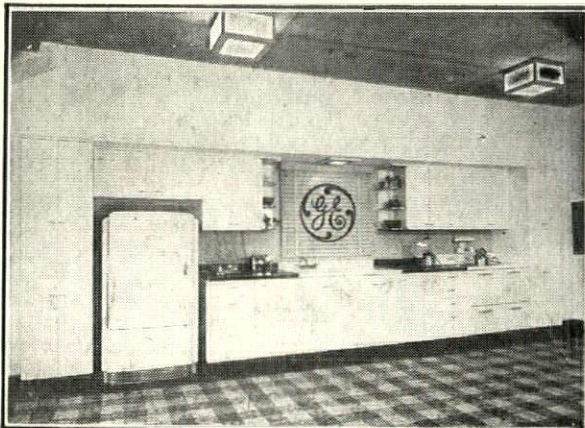
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# WEEKLY BULLETIN

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Volume 14

DETROIT, MICHIGAN, DECEMBER 31, 1940

No. 53

## HOME BUILDERS' CORNER

With William Henry, Dayton Journal-Herald, November 24, 1940  
Architects and Realtors Favor Closer Co-operation

I listened with a great deal of interest to the discussion at the joint meeting of the realtors and architects Monday evening following the dinner at the Biltmore. The architects came at the invitation of the realtors—the first joint meeting of its kind to be held here. Ralph Carnahan, secretary of the Dayton section of the Architects Society of Ohio, made the principal address, following which there was an hour or so of general discussion.

The associations voted unofficially to appoint a joint committee to consider means for closer co-operation between the realtors and architects. And that's all to the good for all of us—for a greater beauty in the city and for better homes, better built and more attractively appearing.

### "Frozen Music"

Of course a whole lot of people in the world don't seem to think that architects are necessary, with the result that certain homes on principal residence streets in Dayton are about the ugliest ever seen. There's one three blocks from us, and it's built rather "slaunch-wise" and on the bias; my wife and I call it "the hippopotamus," because it's so ugly. It may suit the owner to perfection, but I'll bet its resale value—and who knows when he may have to sell?—isn't one-tenth of its cost.

On the other hand, there are many perfectly charming homes throughout the neighborhood. My wife and I just like to walk around and look at them. To us, they are beautiful as a fine poem or as the best music by the great masters. They are literally "music frozen in brick and stone," and are a joy forever.

There's a close kinship here, for there's rhythm and lilt in brick and mortar and in fine architectural lines, as well as in music. If I couldn't be a musician, I'd rather be an architect because there's something great and solid there. Since I am incapable of being a musician, and since I can't draw anything at all, and since I haven't the business sense to be a builder, as I'd like to be, I have to take my fourth best chance, that of trying to write.

Did you ever walk through the great portals of the Lincoln Memorial without experiencing a tremendous thrill? Or ride out Grand boulevard in Detroit toward the high towers of the Fisher building? Or stand with

head bared before the Nebraska state capital? These are experiences of a lifetime. Great moments to be remembered.

The other Sunday or so, I published a picture on these pages of a home built several years ago. Not being new, it probably had little place on the pages of a newspaper. But it was so beautiful, so appealing, so admirably designed to fit its site, its materials, its terrain and its purpose that it just literally reached out and grabbed my attention as I drove by and I couldn't help taking its picture. Little homes as well as mighty structures can be a lasting source of inspiration.

### Can't Bury Mistake

Much of this feeling was brought out in the meeting Monday night. But there is one point which I think was overlooked, and it may offer a key to some of the difficulties discussed. As Architect Carnahan pointed out, the job of an architect does not end with merely designing a house. The architect also feels that he should have the inspection of it to handle and also the letting of the contracts and something to do with the selection of materials. Because as Carnahan pointed out, architects are not like doctors who bury their mistakes. If an architect makes a mistake, he has to grin and bear it and try to live it down.

Now Roy E. Click, examiner for the state board of licensing, made the suggestion at the dinner that builders should be licensed as well as architects, to the end that bad building practices be eliminated. It seemed to many that such a licensing law would have its difficulties and that it could be gotten around and circumvented in many ways. But if the architect who designed the building is doing the inspection, the builder is going to have a hard time to put anything over on him.

Furthermore, it is highly probable that an architect saves the builder money over and above the fee and often more than pays his own fee. The architect saves this money by advertising the bids more skilfully and awarding them, and by his inspections. This is so patently plain that it is questionable whether anyone should really attempt to build, even a small home, without an architect. Preferably, of course, a conscientious architect.

As Carnahan said, "The role of the architect in guarding the interests of the home builder is a high public trust."



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## CHAPTER MEMBERS HEAR GROPIUS

At the first meeting under its new administration Detroit Chapter of The American Institute of Architects was host to Walter Gropius, distinguished head of Harvard University's Department of Architecture, at the Wardell Apartment Hotel Friday evening, December 13th.

Beaver Edwards of the Metropolitan Art Association, under whose auspices Gropius was brought to Detroit, was also a guest, as were Professors Mathews and Munndt of Ann Arbor, and Paul Brown and Buford L. Pickens of Detroit.

Chapter members present were Messrs. Bennett, Black, Brigham, Ditchy, Hammett, Hughes, Paul Kasurin, Lentz, Lorch, Lyndon, McConkey, O'Dell, Perry, Rowland, Sorensen, E. M. Smith, Stirton, Thornton, and Frank Wright.

Another feature of the meeting was the attendance of fifteen students from the College of Architecture, University of Michigan, now forming a student branch of the Detroit Chapter. To our knowledge this is the first student branch to be formed by an Institute Chapter. They included students Coe, Fleishaker, Gaunt, Gommon, Henick, Kibbe, Lane, McKie, McKenney, Morison, Muenther, Posada, Roberts, Smith, and Wu.

President Emil Lorch introduced Wesley Lane and stated that the student chapter had been put through by him. Lane credited the student group at Ann Arbor and Chapter representatives including Messrs. Lorch and Hyde. The president then welcomed Mr. Beaver Edwards, vice-chairman of the Metropolitan Art Association. Mr. Edwards outlined the purposes of his group, which was organized last year in order to bring together those interested in the arts and to sponsor lectures by speakers of international reputation.

Professor Lorch called upon Clair W. Ditchy, Regional Director of the Institute, who welcomed the students, stating that the profession of architecture is conducive to a very fine family feeling. This, he said, was exemplified at this meeting by the presence of the older generation, the students, professors, and practitioners, as well as representatives of the allied arts.

In introducing the speaker of the evening, Professor Lorch stated that he was one of international fame and well known to students and architects alike, saying, "With a pleasure I can't express, I present him to you."

Dr. Gropius expressed satisfaction at seeing the other arts and students of architecture being brought closer together with the practical side of the profession. Architecture, he said, embraces all of the arts, pointing out that a cathedral cannot be divided into its different arts, but that it is decidedly one thing. This he said comes from cooperation of artists and craftsmen, who labor on the job. Drawings were but rough sketches and the master depended upon models which were interpreted by all those engaged on the work, correcting mistakes as they progressed.

Education in architecture must consider more practical aspects, the speaker said, advising young men to get the feeling of materials by actual contact with construction work. He urged that groups of young men attack problems and solve them together, dividing up the work as was done in early days.

Today he said architects must know a wide range of subjects, such as town and regional planning, financing, landscape architecture, etc., which is almost too much to expect of one man. This he gave as

another reason for group action. A piece of advice he gave the students was that they shouldn't think too much of making money as soon as they finish their education.

Following the dinner meeting members and guests adjourned to the large auditorium of the Detroit Institute of Arts, where Professor Lorch introduced Dr. Gropius.

The auditorium was filled to capacity with a most attentive audience. The lecture was most stimulating and we hope to publish it in a future issue of the Weekly Bulletin.

## PENCIL BROADSIDES

by Theodore Kautzky

Reinhold Publishing Company (Pencil Points, 330 West 42nd Street, New York) \$2.00

This new book (published December 18, 1940) is a manual of broad stroke pencil technique illustrating the soft yet crisp, sparkling and powerfully expressive results that characterize the author's style. It is beautifully illustrated in a way to delight the architect, student, and draftsman; with Chapters on "Fundamental Strokes", as well as on methods of indicating various materials, texture, trees, shrubbery, flowers, and "Composition Pointers."

The treatise is not an addition to the already substantial list of excellent general books on the subject—it discusses one particular technique which, so far as we know, has not been completely explored before. Certainly Theodore Kautzky is qualified as is no one else to treat the subject, "Broadstroke Pencil Drawings."

By describing a few fundamental strokes, which anyone can learn, he makes it look so simple; and it is simple if one will only apply himself under this master, who very frankly reveals his secrets in an understandable manner.

## ROSTER OF ARCHITECTS

Michigan State Board of Registration for Architects, Professional Engineers and Land Surveyors has just released a roster of architects, engineers and land surveyors registered in Michigan.

The list dated October, 1940 contains the names and addresses of 662 architects with a supplementary list of fourteen names registered since the printing of the pamphlet, making the total registration to date 676.

The first name on the list is that of James F. Abbott of Chicago and the last is Lyle F. Zisler of Detroit.

An interesting observation has to do with the low numbers as follows: No. 1 is George D. Mason; No. 2, Averton E. Munger; No. 3, S. Eugene Osgood; No. 4, Fred D. Charlton (not renewed); No. 5, Emil Lorch; No. 6, F. Gordon Pickell; No. 7, E. M. Walker, engineer; No. 8 and 9 are engineers; No. 10, Lancelot Sukert; No. 11, engineer; No. 12, Marcus R. Burrows; No. 13, Frank P. Allen (deceased); No. 14, Harry S. Angel; No. 17, C. F. J. Barnes; No. 19, Frederick Beckbissinger; No. 20, A. T. Benjamin.

## TOURIST CAMP COMPETITION

Michigan architects, architectural draftsmen and students are reminded that January 21st is the closing date for the tourist camp competition as announced in the December 24th issue of the Weekly Bulletin. Programs and further information can be obtained at the office of the Weekly Bulletin or from Kenneth C. Black, chairman of the Society's Tourist Camp Committee, 706 Capitol Savings & Loan Building, Lansing.



*Some Notes for a Talk by Walter H. Blucher*

## PRESENT PLANNING PROBLEMS

Conference on the Expansion of Industrial Communities  
With Regard to Housing and Community Planning  
University of Michigan

NOVEMBER 29, 1940

I take it that we are not limited in this discussion to the expansion of industrial communities, but that rather we may discuss both the expansion of existing communities and the location of new industrial towns. In view of existing trends, the location of new towns may prove to be the more interesting, the more important of the two problems.

There are a number of factors responsible for both the expansion, the location and the relocation of industrial communities. I do not propose to discuss all of them but among those factors are the following: (1) the present defense program; (2) the movement of industries to southern states; (3) the development of cheap electricity.

**DEFENSE.** The present defense program and particularly the industrial aspects of it will have a profound and serious effect upon a number of existing communities. Industrial expansion in communities like Los Angeles, Philadelphia, New York, Detroit will have a comparatively small effect when considered in the light of the impact of industrial development on smaller communities. There will of course be problems arising from a shortage of housing, school facilities, perhaps transportation, sewers, water mains, etc. But the problems will be nothing like those found in a community like Charlestown, Indiana.

Here is a community of about 890 persons, located approximately 16 miles from Louisville and reached over a bridge which has had a toll of 25c. In the building of the Charlestown munitions plant approximately 15,000 laborers will be required by the 15th of December. Upon completion of the plant, somewhere between 8,000 and 12,000 employees will be required, including 1,800 women. At the present time, Charlestown is building a sewage disposal plant which will take care of its existing population and for which I understand the principal main has a diameter of eight inches. It has a water plant capable of taking care of a population of about 2,000. Obviously, several alternatives are possible. They could build a number of houses in the vicinity of Charlestown if sewers, water, schools, etc., were available. The first question asked there is where is the money coming from with which to construct all of these facilities and of what value will they be a few years hence if the munitions plant closes? Another alternative of course is to bring workers from Louisville, but I understand that the available supply of labor is somewhere between 3 and 4 thousand persons. If, however, permanent houses are built in Louisville, they might serve a useful purpose when the defense program has been completed. There is, however, the serious problem of the toll across the river and the matter of transportation from Louisville to Charlestown. I am told that at the present time there are between 300 and 400 trailers parked in the vicinity of Charlestown and that the sanitary facilities are of the most primitive and crude type. I also understand that when a federal official visited one of the trailer camps, the owner met him with a gun, thinking that this official represented the Indiana Board of Health.

A somewhat similar situation prevails in Wilmington, Illinois. Here, however, we find that the new plant will be located about four miles from the city of Joliet and that Joliet schools have available facilities for at least an additional 3,000 students. It would

seem obvious that workers at the Wilmington plant should, in so far as possible, be housed in Joliet. Any new town established in the vicinity of the Wilmington plant or any expansion of the existing small communities may lead to new ghost towns.

It would seem equally obvious that there should be some planning of housing facilities before the industries are constructed or at least contemporaneous with their construction. I merely point out some of the problems. No solution has yet been provided. Consider the California city of San Luis Obispo with a population of 8,200 people. It has been said that there will soon be 150,000 soldiers within three miles of the center of the town. There is no other city nearer than 50 miles. Think of the problems that will be created for housing soldiers' families, for police protection, recreation facilities, and business expansion.

**ELECTRICITY.** Cheap power will have a strong influence on the expansion and location of new industrial towns. In the Pacific Northwest, with the completion of Grand Coulee Dam, there will be available about 5 billion horse power, sold at a uniform wholesale rate throughout the area. There is still available, however, and not developed an additional 25 billion horse power. Not only is the electricity available for power purposes, but it is also available for electro-chemical and electro-metallurgical processes. This means that industries requiring a vast amount of cheap power may relocate in areas where such power is available. A single example is, of course, the aluminum industry. The availability of power may completely change the nature of the industrial pattern in the Pacific Northwest. We already find marked changes taking place in the Tennessee Valley.

**THE MOVEMENT SOUTH.** It is interesting and profitable to study the history of manufacturing in New England and to compare industrial trends there with the trends in similar industries in other parts of the United States. There has been a movement of a number of industries to the southern states. There have been various reasons for this movement. In some cases it is claimed that the industry wished to be closer to its source of raw materials; others claimed that they wanted to be closer to undeveloped markets; some industries moved south in order to obtain cheap labor. It is doubtful, however, that this favorable factor will continue to exist for a great many years. Many industries have found that they could move to southern states and obtain subsidies in the way of free land, free buildings, tax reduction, so-called apprentices. General experience has shown, however, that an industry which is unable to contribute its share towards community expenses may turn out to be an undesirable industry.

As an example, consider a plant built in a southern city: The city has provided a \$300,000 plant at a rental of \$50.00 per month with tax exemption for five years. Assuming a life-time for the building of 50 years (which is certainly more than fair), and assuming a further straightline depreciation of two per cent per year, the item of depreciation alone will account for \$6,000 per year or \$500.00 per month. Obviously, the building is being subsidized both by a waiver of taxes and by the interest which the city must pay on its loan. Assuming the taxes to be three per cent, and interest another three per cent, there appears to be a total subsidy of \$6,000 plus \$18,000, or \$24,000 per year less 600 received as rent.

\* \* \*

Following this, Mr. Blucher discussed some of the factors which must be considered in the development of existing towns and the location of new towns in the Columbia River Basin.



## WHY ORGANIZE?

By George Caleb Wright, Pres.

Indianapolis Chapter, Indiana Society of Architects

The title of this discussion as publicized is wrong. It should read—"You Must Organize." After attempting to assemble my ideas in somewhat of a related fashion, I came to the conclusion that the negative statement of the topic was all wrong. That instead, the topic should have been stated in a positive and affirmative fashion. In brief, if we are to live and live and prosper, there is absolutely no way to avoid organizing the building industry—organizing it as a whole and organizing each of its units. To fail to organize is to commit business hari-kari—or perhaps more nearly the slow suicidal process of creeping debility.

And this conclusion was reached after a consideration of just one element in the present picture.

This thing that I have in mind is not the usual sales argument which the ever industrious secretary uses in selling his wares to recalcitrant non-members. These arguments you are all familiar with—at least you have been beaten over the head with them frequently enough to acquire a speaking acquaintance with them.

At the head of all of these familiar arguments is the well known quotation from that now rather obscure Roosevelt—one Theodore—in which he said something about everyone owing a part of his time to the upbuilding of the profession or business of which he is a part.

Then there's the co-ordinating of our thinking on our common problems. That is a much used profoundly truthful argument. The difficulty is that it sounds so pretty, but in practice is so difficult. I know of nothing more nearly impossible than to guide the thinking of two individuals into a common channel. And when this is multiplied several times, your difficulties are multiplied just that many times, for each live wire, active and energetic association member is crammed with scintillating ideas, bursting for expression. These ideas are on the must list of this particular member and you may be sure he will bleed, suffer and die in the effort of putting these ideas over, often at the sacrifice of perfectly lovely thoughts in some other active mind.

This part of any good organization—co-ordinating thinking—leads naturally to the next most common objective of any good trade association. Each properly functioning trade association is busily engaged, very busily engaged, in improving the practices under which their particular industry is doing business.

Then there is that argument which is ordinarily placed third in the list of those things compelling membership in your trades association. It is the educational work which every good trades association enters into.

Perhaps the most practical function of any industry, and a function which is also heard frequently in arguing the matter of why organize is the development of an understanding between business and government.

I would earnestly suggest and recommend that in the absence of one co-ordinated industry we at least have a legislative committee made up of representatives from each separate organization, with instructions to get together on a common legislative program. This is an important and critical bit of legislative activity and we should be intelligent enough to find the answer.

There is one more reason which to me is a compelling one and which leads me to the suggested change in title for this discussion—"You Must Organize." This item has reference to a governmental phenomena. It is the distinct growth toward administrative law as opposed to statutory law. This tendency prevails in state and local units of government as well as our national government.

The result of this tendency is for government to

classify all business under general heads which, for want of a better name, we call industries.

But the next logical step for government after setting up the rules and regulations for the industry, and after establishing the hours and rates under which its labor must operate—I say the next easy and logical step is for government to step into the management of that industry. And when that happens your industry disappears as a separate entity. It merely becomes a governmental bureau. Then the death of your industry has become an accomplished fact.

And that's why I say you must organize. I do not believe that government wants to take over industry. And as long as industry can demonstrate its ability to competently and adequately run its own affairs without injury or unfairness to the people, I am sure that governmental intrusion will be halted. To what extent business will be permitted to regulate itself depends almost entirely upon the character and performance of the trades associations.

We MUST organize fully and efficiently, otherwise like the dying pilgrim who wrapped the draperies of his couch about him and lay down to pleasant dreams, we might as well wind out shroud about us and settle ourselves for our eternal sleep—for we as an industry are then about to die.

Unite and organize and we live fully and freely.

## A. K. SEES BUILDING BOOM

Industrial architecture faces a period of unprecedented expansion, according to Albert Kahn of Detroit, Fellow of The American Institute of Architects, and pioneer in this field of design.

"With the federal government asking for the trebling of existing facilities, especially in the aircraft, tool making, munitions, and chemical industries, there is bound to be an increase in industrial building which will tax the capacity of architects, builders, and manufacturers of building materials," Mr. Kahn declared.

"Structural steel, which has suffered these many years for want of orders, is already a scarcity and is held at a premium. It is not at all unlikely that governmental priorities will soon prevail. With other building materials, the same conditions will no doubt exist presently. Thus, opportunity should offer for many architects not now in the industrial field."

## PRODUCERS, ARCHITECTS FROLIC

Monday afternoon, December 16, the Producers' Council Club of Michigan called forth at 4:00 a party of architects, producers, wives, secretaries and friends, and carried on at the Fort Shelby far into the night. There was a buffet dinner, liquid refreshments, dancing, "gambling" and other brands of fun aplenty. Thousand-dollar "certificates" were tossed around at the roulette wheels, poker tables and other devices, with reckless abandon; while queer hats, mustaches and similar adornments lent an atmosphere of "money, men and motives" of the gay nineties.

## ALLIED ARTS EXHIBIT

The Michigan Allied Arts Exhibit is scheduled to open in Battle Creek, January 16th, where it will remain through February 2nd. Edward X. Tuttle will be in charge. Architects of Southwest Michigan are requested to submit material from their offices to supplement the traveling exhibit.

It is hoped that in each city where the exhibit is held architects will take advantage of the publicity possibilities, as in this way more good can be accomplished.



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**ARCHITECTS' REPORTS**

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Plans for re-modeling exterior, Avalon Theatre—Linwood Ave.

Plans for one story Comm. bldg.—Gd. River at 9 Mile Rd. East Det. Tri-Square Realty Co. Owners.

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Plans for Res. Sandusky, Mich.

**BENNETT & STRAIGHT**, 13530 Mich. Ave.

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Forum Theatre—Southfield Rd.—taking Mech. bids. Add. Theatre—Midland, Mich. Taking fig. about Jan. 1.

Plans for 1000 seat Theatre, Rochester, Mich. Ready about Mar. 1.

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Add. to Bldg., Gratiot & 7 Mile Rd.

**GIFFELS & VALLET, INC. & L. ROSSETTI, Assoc.**—Eng. & Archt.—1000 Marquette Bldg.

Kelsey Hayes Wheel Co.—Genl. Con. bids due Dec. 23.

C. F. Smith Store—7 Mile & Rutherford. Bids due Dec. 21.

Bids closed on Extension to Cold Finish Mill, Ford Motor Co., also Structural Steel Bids.

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Prep. plans—Add. Westminster Presbyterian Church, Lansing, Mich.

Plans, Jehovah Lutheran Church, Greenfield Road & Outer Drive.

Plans for Mt. Zion Lutheran Church, 7 Mile Road. Plans for Res. & Medical Office, 7 Mile Rd.

**PALMER, C. WM.**, 900 Marquette Bldg.

Dormitory & Medical Bldg., Central State Teachers College, Mt. Pleasant. Bids due Jan. 9. Office, Dr. Eugene Elliott, Sec'y. U. S. Capital, Lansing, Mich.

**STAHL, JNO. C.**—820 Francis Palms Bldg.

Taking fig. Nov. 27, two stores, Lincoln Park.

**WEST, ROBT. J.**, 512 United Artists Bldg.

8 Apt. Bldg., Marion, Ohio let to Kindinger & Ford, Bucyrus, Ohio.

Taking bids, 80x80 Res., Berkshire & Jefferson, Grosse Pointe.

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**WRIGHT & ROGOVOY**, 929 Fox Theatre Bldg.

Plans for Television Theatre—6 Mile Rd.

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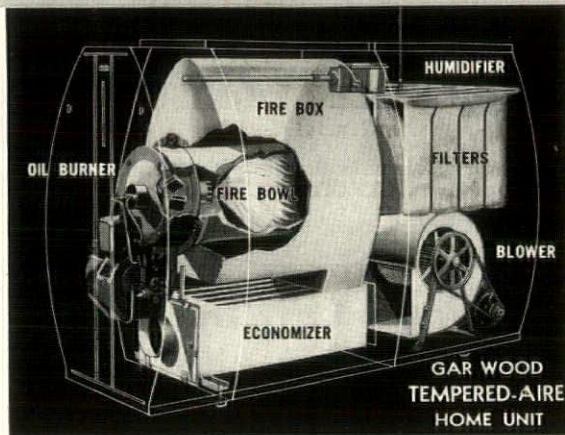
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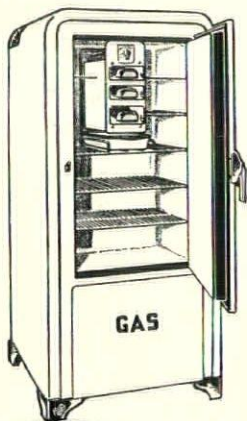


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